Pensions and parity head the list

UAW-Canada sets Chrysler goals

By Marjorie Sorge
Labor Editor

TORONTO.—Pension increases and parity with Ford and General Motors of Canada will be the UAW-Canada's major bargaining goals in negotiations with Chrysler Canada this fall.

Robert White, UAW Canadian director, also said the union wants to negotiate a two-year pact which would expire simultaneously with Ford's and GM's on Sept. 15, 1987. The current Chrysler agreement ends Oct. 15.

The Canadian UAW's demands will not necessarily match those in the U.S.

Contract talks with Chrysler, which begin in August, will be the first set of negotiations the UAW-Canada will undertake as a separate union. It has officially split from the international UAW and will hold its Founding Convention in September. Those talks will be closely monitored by the rest of the auto industry.

"We will be on stage at Chrysler and all the lights will be shining on us," White said, "but I hope the corporation does not misread that and think we are not going to pursue our objectives. We have lived under a microscope before.

"There is absolutely no reason for a confrontation with Chrysler in 1985. They should be making overtures, saying we are not going to fight over these kinds of issues, but sometimes they have not shown very good judgment. We will have to wait and see."

The Canadian UAW will also discuss outsourcing and shorter work time and expects to agree to scaled wages at Chrysler similar to those negotiated at GM and Ford last year.

The GM scaled wages provide increases of 9 to 50 cents an hour in each of the last two years of the contract, while Ford goes from 9.5 to 45 cents an hour. The amounts depend upon job classification.

"We'd be hard pressed to say to Chrysler 'you have to come back to parity but you don't get scaled wages,'" White said. "You have to get back to parity with Ford and GM. The fact is, Ford and GM got a break on scaled wages. Chrysler has a fair way to go before they even start talking about that."

Reaching parity with Ford and GM will be the first priority and if Chrysler agrees to that, scaled wages would be the next step, he said.

The Big Three have not had parity agreements since 1979 when Chrysler was granted concessions because of its financial status.

The UAW-Canada plans to negotiate complete parity among Chrysler, Ford and GM so the workers will have basically the same wages and benefits when the contracts expire in 1987, if a two-year agreement is negotiated.

The Chrysler workers are currently making about $1 (Canadian) less an hour than those at Ford and GM. Chrysler workers make $12.72 an hour, while those at Ford and GM make $13.68.

Pensions will also be a major bargaining issue. Chrysler pensioners are currently getting $935 a month while those at Ford and GM get $1,025 (Canadian) a month for 30 and out. When the contracts expire, GM and Ford pensioners will be getting $1,250 a month. When the Chrysler contract expires in October, the Ford and GM workers will be getting $1,070.

Concessions in pensions were made in 1980, and further concessions were made in negotiations in 1981 and 1982.

"We must talk about how we make them (pensioners) whole for the immense sacrifices they made," White said. "Many of them won't live long enough for us to make them whole a little bit at a time. So we are looking at that."

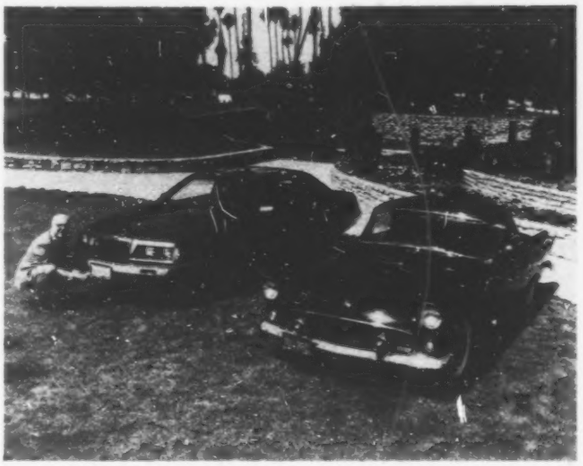
That will not be done by simply bringing them up to today's level and forgetting about lost wages and benefits during the last few years, White said. That could mean the union will seek some retroactive payments as well as an immediate raise to parity.

While the union expects to discuss outsourcing and shorter worktime, those will not be major issues in the talks.

Chrysler Chairman Lee A. Iacocca has said he plans to move North American work offshore since the Voluntary Restraint Agreement on Japanese cars was not renewed in the U.S. Bargaining can only put a "band-aid" around the outsourcing situation, White said; the changes must come from the political sector.

"I blame them (the corporations) to this extent," he said. "They are quick off the mark with the record profits. They didn't make those profits offshore, they made them in North America.

Please turn to Page 74, Col. 5



A pair of Thunderbird firsts

George Watts, owner of the first Ford Thunderbird ever built, above right, took delivery of the first 30th anniversary limited-edition T-bird at Earnest Ford, Orange, Calif. Watts also owns the one-millionth T-bird (a 1972 model). Only 5,000 30th Anniversary Thunderbirds will be produced.

January total is 788,765

Car registrations best since 1973

By Jenny L. King
Detroit Reporter

Registrations of new cars in the U.S. the first month of 1985 were best for January since the boom year of 1973 and were up 5.56 percent from the January, 1984, total.

Figures reported by R.L. Polk & Co. note January registrations of 788,765, highest since the 828,618 recorded back in 1973. In 1984, first-month registrations totaled 747,231, making the more recent figure an improvement of 5.56 percent.

January's total was off 4.13 percent from the December registrations sum of 822,721.

Imports accounted for 26.41 percent of the grand total, up from 26.09 percent in January, 1984. The totals were 208,340 this year and 194,947 in 1984.

Domestics numbered 580,425, up 5.10 percent from 552,284 a year earlier. Domestics were off 2.99 percent from the 598,315 reported for December, 1984.

Chrysler Corp. and Ford Motor Co. posted market-share gains, year to year, in January. General Motors and American Motors were down, and imports showed an increase of 0.32 percentage points.

Chrysler climbed to 10.89 percent of the total market from 9.07 percent a year ago, an increase of 1.82 percentage points. Ford was up 0.51 percentage points, to 19.85 percent from 19.34 percent.

GM slipped 1.75 percentage points, to 41.51 percent from 43.26 percent, and AMC was down 0.90 percentage points, to 1.34 percent from 2.24 percent.

Miscellaneous domestics, with just seven registrations this year and 27 in 1984, failed to take a substantial piece of the total.

Of the domestics only, GM registrations accounted for 56.41 percent this year, 58.53 percent in 1984. Ford was up to 26.97 percent from 26.17 percent. Chrysler

Please turn to Page 77, Col. 5

NEW-CAR MARKET SHARES IN U.S.

	JANUARY				
	Regis., Jan., 1985	Percent Share of Market	Regis., Jan., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	114,500	14.52	108,544	14.53	−0.01
Ford	105,377	13.36	99,316	13.29	+0.07
Oldsmobile	74,259	9.42	80,513	10.77	−1.35
Buick	666,371	8.41	62,973	8.43	−0.02
Pontiac	49,773	6.31	47,395	6.34	−0.03
Mercury	38,213	4.85	36,860	4.93	−0.08
Dodge	32,797	4.16	25,416	3.40	+0.76
Plymouth	28,057	3.56	21,107	2.83	+0.73
Chrysler	25,034	3.17	21,221	2.84	+0.33
Cadillac	22,504	2.85	23,808	3.19	−0.34
Lincoln	12,974	1.64	8,382	1.12	+0.52
AMC	10,559	1.34	16,772	2.24	−0.90
GENERAL MOTORS	327,407	41.51	323,233	43.26	−1.75
FORD MOTOR CO.	156,564	19.85	144,558	19.34	+0.51
CHRYSLER CORP.	85,868	10.89	67,744	9.07	+1.82
AMC	10.559	1.34	16,772	2.24	−0.90
IMPORTS	208,340	26.41	194,947	26.09	+0.32
MISCELLANEOUS	7	0.00	27	0.00	0.00
Total	788,765		747,231		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma from manufacturers' sales records.

'Day in Court' covers makers' finance units

WASHINGTON—Auto makers' finance subsidiaries are subject to the Dealer's Day in Court Act if they engage in prohibited activities while under the control of the manufacturing company, a U.S. District Court in Ohio has ruled.

The ruling in Bonnano vs. Chrysler Corp. found that Chrysler Credit was a party to Bonnano's franchise agreement with Chrysler Corp. since it engaged in financing the dealership.

Chrysler Credit is a wholly owned subsidiary of Chrysler Financial Corp. which, in turn, is a subsidiary of Chrysler Corp.

The court held that Chrysler Credit's refusal to lend Bonnano money to buy Chrysler Corp.'s preferred stock holding in Arena Dodge, Inc., and Bonnano's subsequent termination as president, general manager and director of Arena Dodge, gave Bonnano standing under the act since Chrysler Credit's actions were due to Chrysler Corp.'s control over the financing arm.

Judge Walter H. Rice rejected Chrysler Credit's claim that it was not a "manufacturer" under terms of the Dealer Day in Court statute.

Citing an earlier decision in Colonial Ford vs. Ford Motor Co., the judge reasoned that "if a wholly owned finance company was indeed subject to the control of its parent automobile manufacturer, the subsidiary's insulation from liability under the (Act) would permit the parent to do indirectly what it could not do directly."

index

Advertising news	57
Auction reports	60, 62
Automotive World News	41
Classified advertising	63
Editorial page	10
Engineering	22
Personnel	71
Production by makes	78
Registrations, auto	77
Truck highlights	16

60th year—No. 5070

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Provided by MIC unit because dealer handles Olds

GM warranty on gray-market cars

By Dan McCosh
Detroit Reporter

One of the largest gray-market importers of Mercedes-Benz cars in the U.S. has arranged a four-year/50,000-mile mechanical-service warranty for the vehicles through a General Motors insurance subsidiary.

Weil Imports, Libertyville, Ill., has an agreement with CIM Insurance Corp., an affiliate of GM's Motors Insurance Corp., to provide the service warranty. According to Weil, the extended warranty means that the car can be serviced by any GM dealer during that warranty's tenure.

Weil, a large-volume Oldsmobile dealer, has become one of the largest gray-market importers as well. This year, he plans to bring in about 2,000 Mercedes models that are not sold through franchised Mercedes dealers.

"We're trying to dispel the notion being promoted largely by North American dealers that the cars we're importing are some sort of cheap reproduction or imitation," said Erwin Weil, dealership president. "They're not. The only difference is that we're federalizing them here instead of in Europe."

A spokesman for Mercedes-Benz of North America said the price differential between gray-market imports and those imported through MBNA is due mainly to the equipment level of the cars. Several Mercedes models are sold at lower equipment levels in Europe than a similar model in the U.S., the spokesman said.

Daimler-Benz extends a one-year warranty on cars purchased in Europe, but the MBNA spokesman cautioned that the one year is from the time of purchase by the gray-market dealer in Europe, not from the time of sale to the final customer in the U.S.

He also noted that modifications to the driveline—normally necessary to comply with U.S. emissions standards—can void the factory warranty.

GM ended up handling the warranty on the Weil Mercedes models because a GM dealer can get extended warranty coverage for non-GM cars he also handles, according to a GM spokesman.

This is common practice in the case of dual dealerships, but GM said it has no information about how often the policies are being used to insure gray-market products.

Glaval buys True North to join RV field

ELKHART, Ind.—Glaval, Inc., has acquired True North Corp., Nappanee, Ind., a manufacturer of travel trailers. It will be operated as a wholly owned subsidiary of Glaval.

Richard Strefling, Glaval president, said True North will enable his company to enter the recreational vehicle market and eventually produce a complete line of motorized and towable vehicles.

Strefling added that no personnel changes would be made as a result of the acquistion.

Key executives at True North include Peter Stone, general manager; Thomas Clarke, general sales manager, and Thomas Sandlin, production manager.

"They are the core of a very solid management team which provides True North with the ability to enjoy substantial and sustained growth" in future years, Strefling concluded.

Glaval is the parent corporation of Gladiator, Inc.; Universal Motor Coach; Mid Atlantic Universal Motor Coach; Auto Form Corp.; Le Van, and Dusterfield Corp.

It collectively represents one of the country's leading manufacturers of personalized vehicles.

Rockwood's new Class A motor home

The Bayport, available in four lengths ranging from 25 to 34 feet, is the newest entry by Rockwood, Inc., Millersburg, Ind., in the Class A motor-home market.

GM outlets big signers

Wheat motor homes draw auto dealers

By Joseph Bohn
Truck & RV Editor

Some 26 dealers, most of them car dealers, have signed or are preparing to sign on as franchisees of the revived General Motors-designed motor home being built by Wheat Motor Co., Rancho Cucamonga, Calif.

George Byers Sons, Inc., Columbus, O.; Newman Chevrolet, Cedarburg, Wis., and Barry-Cassata GMC, Inc., Glen Ellyn, Ill.—all GM dealers—were the first three to sign up for the Wheat motor homes which will be introduced in September.

Jake Green, vice president of marketing and sales for Wheat Motor, said he received an enthusiastic response from dealers in his first recruitment efforts.

The company had signed agreements with 11 dealers by early April, representing a quota of 642 units.

The quotas indicate what dealers feel they can sell, based on an analysis of their markets.

Of the 11, nine are auto dealers. Two are previous RV dealers.

The company also had oral agreements for contracts with another 16 dealers, representing a quota of 804 units. Fifteen of them are auto dealers and one is an RV dealer.

Wheat plans to have 40 dealers signed by the September launch.

Most of its dealers are GM

Please turn to Page 69, Col. 1

Truck sales at peak for March, quarter

By Joseph Bohn
Truck Editor

Led by the light-duty segment, new-truck sales soared to an any-month high for March and an any-quarter high for the first quarter.

Franchised dealers and factory outlets retailed 1,188,484 trucks of all kinds during the first quarter, up 17.5 percent from the previous any-quarter high of 1,010,-911 set during January-March, 1984.

March retail sales of 430,070 were up 7.8 percent from last year's 398,866 and were 6.6 percent ahead of the the previous any-month high of 403,078 set in March, 1978.

The figures are based on preliminary sales reports from the MVMA plus sales reported by the Japanese import manufacturers.

The MVMA reported 364,248 trucks sold in March, up 8.6 percent from 335,478 in like 1984.

Class 1, 2 and 3 light-duty sales of 339,010 trucks in March were up from last year's 313,686, according to MVMA.

The Japanese contributed another 65,822 sales, bringing the light-duty segment total to 404,-832, up from 377,074 in like 1984. The Japanese contributed 63,388 to last year's monthly total.

Medium-duty Class 4, 5 and 6 sales totaled 4,988, up from 4,-737 last year.

Class 7 and 8 heavy-duties recorded sales of 20,250 in March, up from last year's 17,055.

MVMA reported first-quarter sales of 993,121, up 16.5 percent from 852,774 last year.

Its light-duty sales total was 926,429, up from 796,628 in the first quarter of 1984. The Japanese added another 195,363 to the first quarter, bringing the light-duty segment to 1,121,792, up from 954,765 last year. The Japanese added 158,137 to last year's quarterly total.

Medium-duty sales totaled 13,-592, up from 12,759 in the first quarter of last year.

Heavy-duty sales totaled 53,-100, up from 43,387 last year.

Among the Japanese firms, Toyota's record March sales of 27,644 were up 12.9 percent from the previous record of 24,478 last year. Toyota has had 14 straight months of sales increases.

Nissan, at 20,761, was down from 22,983 a year ago. Mazda, at 8,414, was off from 12,330.

Isuzu, at 6,032, was up from 2,-346. And Mitsubishi, at 2,971, was up from 1,251. Both are still gearing up and adding dealers, and their sales were records.

Among domestic manufactur-

Please turn to Page 50, Col. 1

Moving 'em out

Winnebago Industries wholesaled 887 motor homes, with an approximate value of $24 million, to dealers during the last week of February. It was the highest single-week tally in 12 years. Here, workers add finishing touches at the firm's plant in Forest City, Ia.

Durakon set to expand in U.S., abroad

LAPEER, Mich.—Durakon Industries has made two agreements to increase sales and distribution of its products domestically and overseas.

It made an agreement with Coach-Lite Supply Co., subsidiary of Coachman, Inc., whereby Coach-Lite will serve as the master distributor of Durakon's All Star truckbed liner throughout most of the U.S.

Duraliner pickup truckbed liners and other Durakon products will also be distributed in the Middle East by Saad M. Al-Juraid, of Saudi Arabia.

The agreement is part of the company's international growth strategy.

Late in 1984, the company opened subsidiaries in Japan and Canada.

Durakon Japan, Inc., markets the company's products through Banzai, Ltd., an automotive parts

Please turn to Page 54, Col. 2

recreation on wheels

RV shipments off as dealers peg orders to sales

By Joseph Bohn
Truck and RV Editor

RV manufacturers wholesaled slightly fewer units in January than a year ago as dealers began gearing orders more closely to sales.

Fred Emmert, vice president of sales and marketing for Winnebago Industries, Forest City, Ia., pointed out that after 12-16 months of building motor home inventories—ordering more units than they were retailing—dealers now are pegging orders directly to retail sales.

"They're neither increasing nor decreasing stocks," Emmert said, "but gearing orders directly to sales."

Previous inventory-building efforts made January, 1984, look stronger than this year, he added.

Still, there is some indication of softer retail deliveries in January, 1984, as well. Emmert didn't want to blame the weather, although it wasn't very good in some Southern and Southwestern areas of the country. Interest rates were favorable, he added, and money was available.

The industry's January decline appears temporary, though. Winnebago, which had a modest gain in January (940 units vs. 899 a year earlier), saw a very sharp increase in February, Emmert said.

And Dr. Richard Curtin, of the Survey Research Center, University of Michigan, found the Index of Consumer Confidence climbing in January to 96.0 from 92.9 percent in December.

"Widespread reports of price discounts and declines in interest rates have reinvigorated consumer buying attitudes," he said.

"The recent improvement was due to more favorable perceptions of market prices, and financial prospects for the year ahead remain favorable," he added.

Overall, manufacturers reported wholesaling 28,900 units in January, off 0.3 percent from 29,-000 a year earlier, according to the Recreational Vehicle Industry Assn. RVIA added that January's total was up 12 percent from the December figure.

It found that retail sales, as measured by its Index of Retail Activity, gave off mixed signals for different segments in January.

Sales of travel trailers were somewhat lower both on the wholesale and retail side, while reports on Type A motor homes showed substantial increases.

The total of "towable RVs," encompassing travel trailers, folding camper trailers and truck campers, was 9,600, off 15.8 percent from 11,400 a year earlier.

Manufacturers shipped 6,600 travel trailers of all types, RVIA reported, off 23.3 percent from 8,-600 in January, 1984.

Again, folding camping trailers were up 4.0 percent to 2,600 from 2,500 a year earlier, while truck campers increased 33.3 percent to 400 from 300 a year earlier.

The motor home segment was off 10.6 percent. Deliveries of 5,-900 were off from 6,600 a year earlier.

In that segment, conventional Type A motor homes totaled 3,-200, according to RVIA, off 5.9 percent from 3,400 a year earlier.

Van campers (Type B) totaled 500, a 25 percent increase from 400 shipped a month earlier.

And chopped vans of all types dropped 21.4 percent to 2,200 from 2,800 a year earlier.

Van conversions, meanwhile, jumped to 13,400 percent, a 21.8 percent gain over 11,000 a year earlier.

In a new breakout for Type C motor homes, RVIA found that more than half of the reported de-

Please turn to Page 49, Col. 1

Champion names JWT for dealers

DRYDEN, Mich.—Champion Home Builders Co. named J. Walter Thompson, Detroit, as the ad agency to handle the dealer co-op ad program of its RV Division.

Clare G. Wentworth, Champion vice president, recreational and commercial vehicles, said company management has given "high priority" to the RV Division and budgeted for what he claimed was the "strongest dealer co-op ad program in the industry."

Turtle Top's new camper van

Turtle Top, Inc., Goshen, Ind., calls its new Classic II Camper Van an all-purpose vehicle that provides easy driving and maneuverability. The unit utilizes a Ford Supervan and features a complete self-containment package. It also is available without this package.

Automotive World News

PRODUCTION OVERSEAS

FRANCE
Cars

	1 mo., 1985	1 mo., 1984
Peugeot SA	109,439	105,745
Citroen	39,526	42,664
Peugeot	65,180	56,334
Talbot	4,733	6,747
Renault	130,439	140,177
Total	239,878	245,922

Vans, Trucks, Buses

CBM	3	5
Iveco-Unic	9	566
Peugeot SA	12,994	8,653
Citroen	6,528	2,151
Peugeot	5,573	6,502
Talbot	893	773
Renault	19,411	22,074
Sovam	5	8
Total	32,422	31,306
Total vehicles	272,300	277,228

BRAZIL
Cars

	1 mo., 1985	1 mo., 1984
Farus	0	3
Fiat Auto	8,949	8,777
Ford	15,836	12,376
General Motors	18,300	10,669
Gurgel	5	5
Puma	0	11
Sta Matilde	7	8
Toyota	0	11
Volkswagen	19,881	18,507
Total	62,978	50,367

Vans, Trucks, Buses

Agrale	46	50
Fiat Auto	2,702	3,261
Fiat Cam.	52	51
Ford	4,242	3,160
Genral Motors	756	1,617
Gurgel	81	77
Mercedes-Benz	3,013	2,482
Scania	301	175
Toyota	264	214
Volkswagen	3,817	861
Volvo	180	110
Total	15,454	12,058
Total vehicles	78,432	62,425

SPAIN
Cars

	12 mos., 1984	12 mos., 1983
Ford	262,099	221,340
General Motors	259,971	246,340
Peugeot SA	184,713	166,270
Citroen	98,506	112,221
Talbot	86,207	54,049
Renault	214,786	283,172
Seat	255,324	223,887
Total	1,176,893	1,141,581

Vans, Trucks, Buses

Enasa	11,183	13,931
Ford	7,090	5,884
Land Rover	13,023	26,152
Mercedes-Benz	8,203	9,172
Motor Iberica	19,247	20,297
Peugeot SA	22,096	20,686
Citroen	22,096	20,435
Talbot	0	251
Renault	27,296	33,046
Seat	23,531	26,152
Setra	208	168
Total	131,876	147,140
Total vehicles	1,308,769	1,288,721

JAPAN
Cars

	12 mos., 1984	12 mos., 1983
Daihatsu	162,405	185,159
Fuji	242,680	230,462
Honda	843,807	857,686
Isuzu	88,536	116,184
Mazda	764,309	861,580
Mitsubishi	547,838	523,754
Nissan	1,846,407	1,858,782
Suzuki	164,058	137,528
Toyota	2,413,133	2,380,753
Total	7,073,173	7,151,888

Vans, Trucks, Buses

Daihatsu	403,671	345,137
Fuji	306,735	310,218
Hino	60,844	52,129
Honda	145,229	174,754
Isuzu	343,721	274,517
Mazda	369,012	309,770
Mitsubishi	547,318	450,951
Nissan	635,279	623,749
Nissan Diesel	37,435	32,472
Suzuki	525,813	493,782
Toyota	1,016,116	891,582
Others	574	701
Total	4,391,747	3,959,771
Total vehicles	11,464,920	11,111,659

UNITED KINGDOM
Cars

	12 mos., 1984	12 mos., 1983
BL	383,324	445,364
Austin Rover	371,427	433,183
Range Rover	11,897	12,181
Carbodies	1,621	2,171
Ford	273,767	318,674
Jaguar	33,342	27,977
Lotus	837	642
Panther	447	n/a
Reliant	135	105
Rossl-Royce	2,201	1,568
Talbot	95,122	120,503
TVR	397	291
Vauxhall	117,114	126,524
Others	599	778
Total	908,906	1,044,597

Vans, trucks, buses

Bedford	47,007	51,478
BL	72,518	86,202
Austin Rover	18,039	25,147
Freight Rover	16,843	18,152
Land Rover	25,604	30,093
Leyland Veh.	12,032	12,810
ERF	1,876	1,536
Foden	709	630
Ford	94,211	96,843
Hestair Dennis	978	788
Metro-Cammell-Weymann	494	402
Reliant	178	214
Renault Truck Ind.	4,770	4,707
Seddon Atkinson	1,845	1,264
Others	239	450
Total	224,825	244,514
Total Vehicles	1,133,731	1,289,111

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	603	799/
BL	59,546	54,960
BMW	6,596	5,368
Daihatsu	827	905
Fiat Auto	9,283	9,989
Ford	82,237	88,367
FSO	915	666
GM-Vauxhall	64,271	67,281
Honda	2,079	2,001
Hyundai	793	404
Jaguar	1,594	1,447
Lada	1,936	2,209
Lotus	119	101
Mazda	2,090	2,771
Mercedes-Benz	3,722	3,315
Mitsubishi	2,238	2,088
Nissan	7,028	12,693
Panther	17	38
Peugeot SA	15,694	18,700
Citroen	4,392	5,067
Peugeot/Talbot	11,302	13,633
Reliant	29	29
Renault	13,155	11,863
Rolls-Royce	131	150
Saab	1,456	1,574
Skoda	1,279	1,879
Subaru	401	395
Suzuki	735	597
Toyota	3,489	4,070
VW-Audi Group	19,982	17,126
Audi	3,873	3,911
Volkswagen	16,109	13,215
Volvo	10,848	11,943
Zastava	1,098	856
Others	990	1,088
Total	315,181	325,672

SWEDEN
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	64	136
BMW	515	561
Daihatsu	88	138
Fiat Auto	969	867
Ford	5,095	3,207
GM-Opel	4,767	3,103
Honda	513	525
Lada	125	157
Mazda	1,446	1,185
Mercedes-Benz	1,384	696
Mitsubishi	270	128
Nissan	1,197	641
Peugeot SA	1,010	1,165
Citroen	402	542
Peugeot/Talbot	608	623
Porsche	24	30
Renault	272	260
Saab	5,085	5,512
Skoda	46	58
Subaru	220	149
Suzuki	68	0
Toyota	1,723	1,189
VW-Audi Group	4,301	4,207
Audi	1,868	1,250
Volkswagen	2,433	2,957
Volvo	11,757	11,516
Total	41,037	35,537

FRANCE
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	20,416	27,888
Austin Rover	30,220	20,447
BMW	30,220	33,127
Fiat Auto	97,228	102,971
Ford	138,235	143,521
FSO	1,144	2,024
GM-Opel	76,845	77,313
Honda	7,667	8,227
Innocenti	1,274	2,190
Jaguar	173	204
Lada	23,051	24,134
Mazda	14,597	13,632
Mercedes-Benz	19,008	18,843
Mitsubishi	3,505	3,863
Nissan	14,694	16,001
Peugeot SA	582,365	649,975
Citroen	224,056	259,028
Peugeot	317,414	301,162
Talbot	40,895	89,785
Porsche	1,370	1,612
Renault	544,968	708,713
Saab	1,234	806
Seat	17,068	2,366
Skoda	3,790	5,272
Toyota	12,720	12,851
VW-Audi Group	97,517	115,476
Audi	24,231	24,617
Volkswagen	73,286	90,859
Volvo	15,778	13,956
Zastava	1,501	1,793
Others	85	412
Total	1,757,673	2,017,617

SWITZERLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	8,083	7,254
AMC	147	275
Austin Rover	2,290	1,910
Bertone	250	218
BMW	12,189	11,006
Daihatsu	1,107	1,242
Ferrri	181	204
Fiat Auto	21,634	23,364
Ford	22,993	24,268
GM-Opel	37,588	35,738
Honda	8,363	6,951
Inocenti	78	83
Isuzu	562	624
Jaguar	430	353
Lada	31	229
Maserati	295	68
Mazda	8,530	11,989
Mercedes-Benz	5,913	5,295
Mitsubishi	8,348	9,104
Nissan	10,344	14,369
Peugeot SA	22,977	23,908
Citroen	9,668	10,310
Peugeot/Talbot	13,309	13,598
Pininfarina	275	232
Porsche	1,416	1,420
Puch	116	139
Renault	14,782	14,730
Rolls-Royce	102	98
Saab	1,300	1,301
Skoda	181	250
Subaru	7,843	7,570
Suzuki	3,465	4,059
Toyota	16,989	18,577
VW-Audi Group	42,340	40,443
Audi	11,065	12,098
Volkswagen	31,275	28,345
Volvo	6,225	6,508
Others	128	107
Total	267,488	273,886

FINLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	145	32
Austin Rover	68	288
BMW	2,508	2,389
Daihatsu	829	764
Fiat Auto	6,542	6,127
Ford	11,203	9,835
GM-Opel	10,729	9,578
Honda	3,899	4,055
Isuzu	116	6
Lada	11,486	9,807
Mazda	8,575	7,859
Mercedes-Benz	2,640	2,871
Mitsubishi	4,863	4,384
Nissan	14,860	15,642
Peugeot SA	8,576	8,103
Citroen	1,389	952
Peugeot/Talbot	7,187	7,151
Renault	906	819
Saab	6,509	5,415
Skoda	2,731	2,863
Subaru	186	184
Suzuki	1,771	2,328
Toyota	12,947	12,742
VW-Audi Group	7,897	5,622
Audi	1,550	1,326
Volkswagen	6,347	4,296
Volvo	6,046	5,705
Wartburg	493	666
Others	46	53
Total	126,995	119,440

IRELAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	327	288
Austin Rover	3,034	3,110
BMW	413	385
Daihatsu	7	6
Fiat Auto	4,444	5,271
Ford	12,143	12,696
GM-Opel	8,115	7,448
Honda	9	2
Jaguar	11	n/a
Mazda	1,178	1,610
Mercedes-Benz	304	292
Nissan	5,143	6,552
Peugeot SA	2,573	2,577
Porsche	7	11
Renault	4,804	5,235
Saab	210	164
Skoda	1	2
Suzuki	6	0
Toyota	9,078	9,625
VW-Audi Group	2,953	2,631
Volvo	941	871
Others	440	356
Total	56,141	59,132

JAPAN
Cars

	12 mos., 1984	12 mos., 1983
Daihatsu	107,279	112,214
Fuji	88,190	79,680
Honda	246,136	245,117
Isuzu	41,276	57,807
Mazda	215,205	244,535
Mitsubishi	198,448	189,356
Nissan	804,872	833,103
Suzuki	77,324	90,969
Toyota	1,274,842	1,247,546
Imports (all)	41,982	35,284
Total	3,095,554	3,135,611

Vans,trucks Buses

Daihatsu	308,673	271,720
Fuji	216,828	210,372
Hino	39,079	35,507
Honda	146,387	159,875
Isuzu	121,219	114,684
Mazda	155,855	151,165
Mitsubishi	333,306	293,819
Nissan	270,048	267,515
Nissan Diesel	21,259	19,103
Suzuki	379,322	371,942
Toyota	349,050	351,003
Imports (all)	177	0
Total	2,341,203	2,246,705
Total Vehicles	5,436,757	5,382,705

Marketing & Media

Continued from Page 57

handle all of its corporate car rental advertising in the U.S.

The account was previously handled by McCaffrey & McCall, a Saatchi & Saatchi unit. McCaffrey & McCall retains Avis' international business.

Other promos

General Tire, with its biggest new-product ad budget ever, plans a late-spring, early-summer national sweepstakes to support introduction of the high performance XP2000 series tires.

Grand prize is a trip to Europe for two plus a Pontiac Fiero GT. Second prize is a Fiero GT. One hundred runnersup will receive a choice of a set of XP2000 tires or $200 in auto care service at a participating General Tire dealer.

The sweepstakes runs from April 29 through June 29.

Alpine Electronics of America, Inc., will give away a loaded Lamborghini Countach as a grand prize in a summer contest. Winner will be selected from licensed drivers who purchase any Alpine product from an authorized dealer between May 15 and Aug. 31.

Entrants must describe what the two-year-old Alpine ad slogan "Alpine Touch" means to them. A Countach lists at $99,500.

Personnel

Brian Bowler is joining Doyle Dane Bernbach July 1 as executive vice president in the Detroit office.

Bowler, sales and marketing director for Volkswagen and Audi in Britain since 1978, will be responsible for their U.S. advertising and is expected to become DDB president within two years.

MVMA has appointed **Anne Marie Sylvester** a public relations associate. Sylvester joins MVMA from the University of Detroit where she was a journalism instructor.

Joseph Caponigro has been promoted to Dodge truck media director for BBDO, Inc.

Mark Rowlands replaces Caponigro as truck account media supervisor.

Althea Underwood succeeds Rowlands as media supervisor for BBDO's California and Direct Connection accounts.

Cheryl Harps moves from assistant to supervisor in BBDO's broadcast group.

Truck sales for March, quarter, set new marks

Continued from Page 16

ers, Ford's light-duty sales of 117,729 in March were up from 108,040 last year.

Chevrolet's 111,170 light-duty sales in March were up from 103,314 in like 1984.

Chrysler's sales of 61,899 set an any-month record, topping the previous record 59,384 set in June, 1978. Sales were also up 13.5 percent from last year's 54,533. Chrysler sells only light-duty vehicles.

GMC's light-duty sales of 25,985 were up from 24,103 last year.

And American Motors' Jeep sales of 12,375 were up from 12,143 in 1984. Jeep's sales are all light-duties.

Toyota's quarterly sales were 75,985, up from 58,583 last year; Nissan's were 73,112, up from 59,185; Mazda's were 24,264, down from 30,769; Isuzu's were 15,819, up from 5,900, and Mitsubishi's were 6,163, up from 3,700 last year.

Among domestic manufacturers, Ford's first-quarter light-duty sales of 312,113 were up from 269,118 last year.

Chevrolet's first quarter light-duty sales were 307,412, up from 267,218 last year.

Chrysler set a first-quarter record with 160,914, topping the previous first-quarter high of 143,220 set in January-March, 1977. Sales were also 25.7 percent ahead of 127,993 last year.

GMC retailed 71,368 light-duties, up from 68,955 last year.

And Jeep retailed 38,129, up from 34,548 in the first quarter 1984.

Among domestic manufacturers, Chevy retailed a total of 112,678 trucks in March, up from 104,687 last year.

Its quarterly total of 311,837 was up 15.2 percent from last year's 270,684.

Ford retailed a total of 122,538 trucks in March, up from 112,679 last year. Its quarterly sales of 326,165 were up 16.4 percent from last year's 280,321.

Neither Ford nor Chevrolet set any sales records for the periods.

GMC's monthly sales totaled of 30,004, up from 27,515 in 1984.

Its quarterly sales of 82,849 set a new record for the period, topping the previous first-quarter, 1979, high of 81,911 and exceeding last year's 78,835 by 5.1 percent.

Big Three March, calendar year sales

	March		calendar year	
	1985	1984	1985	1984
Ford				
Vans	18,528	17,797	48,018	43,836
Club Wagon	2,527	2,877	8,373	8,351
Ranger	35,716	22,548	85,424	51,125
Courier	.....	.....	.....	5,657
Bronco	3,904	4,457	11,837	11,482
Bronco II	7,103	7,995	23,499	21,147
Pickups	49,951	52,366	134,962	133,177
Mediums	3,754	3,454	10,682	8,667
Heavies	1,055	1,185	3,370	2,536
Chevrolet				
Vans	14,866	16,486	39,245	42,181
Sportsvan	2,074	2,373	5,845	5,867
Astro	5,559	.....	11,718	.....
S-10	25,763	18,375	68,265	45,697
S-10 Blazer	13,363	11,514	39,548	31,059
El Camino	1,785	2,342	4,952	6,063
Blazer	3,676	4,682	11,121	13,000
Suburban	5,297	4,851	13,932	12,000
Pickups	38,787	42,691	112,786	111,351
Mediums	1,508	1,373	4,425	3,466
Chrysler				
Vans	6,447	7,603	16,499	18,809
Ram Wagon	4,258	4,545	10,148	11,014
Voyager	10,064	8,778	25,731	19,641
Caravan	10,346	9,444	26,850	20,587
Mini Ram Van	2,505	1,609	6,647	1,781
Ram 50	6,730	3,406	19,768	10,048
Other Plymouth Trucks	.....	.....	.....	378
Ramcharger	3,665	3,227	10,350	7,560
Rampage	.....	951	.....	2,399
Pickups	17,884	14,970	44,921	35,776
GMC				
Vans	3,820	4,511	9,917	13,253
Safari	1,077	.....	2,320	.....
S-15	6,210	3,595	15,027	10,162
S-15 Jimmy	2,992	2,586	8,828	7,726
Jimmy	713	802	2,099	2,428
Caballero	212	262	579	665
Suburbans	1,635	1,457	4,369	3,915
Pickups	9,326	10,890	28,229	30,806
P Models	381	306	2,477	1,205
Mediums	2,159	2,262	6,154	5,805
Heavies	1,479	844	2,850	2,870

Bumpers on 4 GM lines cited in insurance losses

WASHINGTON.—Sharply increased insurance losses have been reported for four 1984 General Motors models—Pontiac Phoenix, Buick Regal, Buick LeSabre and Buick Electra, all of which had weaker bumpers than in 1983.

Claim frequencies rose 16 to 24 percent compared with their 1983 counterparts, which were equipped with stronger bumpers, according to the Highway Loss Data Institute (HLDI), an independent group affiliated with the Insurance Institute for Highway Safety (IIHS).

Meanwhile, the claim frequencies remained the same for the 1983 models of those lines.

Following NHTSA's decision to drop back from its 5-MPH bumper standard (no damage to the body and only minimal damage to the bumper face bar), some companies retained strong bumpers, some kept protection for the car body and others reverted to 2.5-MPH protection.

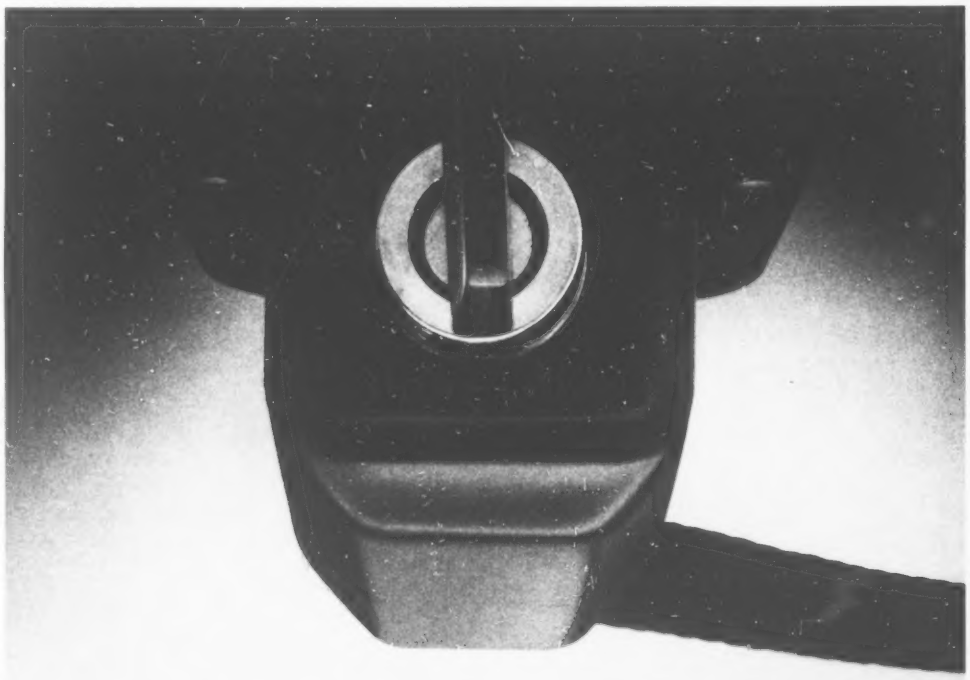
GM made no major changes in its 1983 bumpers but did weaken 1984 models. Since then, GM has dropped the Phoenix X-car and has upgraded bumpers on the 1985 Buick LeSabre, Electra and Regal. The return, however, is to what is called Phase I bumpers—allowing damage to the bumper itself but not to the car body.

Besides the greater number of claims, HLDI reported that average loss payment per insured vehicle year also rose substantially for cars with weakened bumpers compared with the previous year's car family.

Brinson named director of View Engineering

KOKOMO, Ind.—Frederick D. Brinson, manufacturing director for Delco Electronics Division of General Motors, has has been selected to represent GM on the board of directors of View Engineering, Simi Valley, Calif.

View Engineering is one of five machine intelligence companies with which GM has formed business relationships, including a minority equity investment.



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factories list auction dates

American Motors

April 16—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

April 17—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

April 18—Todd Auto Auction, Telford, Pa.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 24—Mid States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn; Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

April 25—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

April 16—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; NewCar-Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 17—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Indianapolis Auto Auction, Indianapolis; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

April 18—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 19—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 23—Hatfield Auto Auction, Hatfield, Pa., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

April 25—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

April 17—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 18—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo.; Skyline Auto Exchange, Fairfield, N.J., and Denver Auto Auction, Englewood, Colo.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 16—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 17—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

April 18—Indianapolis Auto Auction, Indianapolis.

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

auction directory

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Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$13,100	$12,924	$14,691
1984	$8,441	$9,046	$8,850
1983	$5,372	$6,028	$6,171
1982	$5,049	$5,332	$5,185
1981	$4,017	$4,544	$4,049
1980	$3,629	$3,474	$3,301
1979	$2,677	$2,809	$2,742
1978	$1,819	$1,578	$1,907
Overall Average	$4,843	$4,928	$4,782

Celebrating 50 in South Dakota

Ford Division Twin Cities District Manager Robert Garrett, left, congratulates Stan, center, and Bud Cornelius during the 50th anniversary celebration of Cornelius & Dahl Implement Co., Rosholt, S.D.

Car-rental firm speaks many tongues in Florida

FORT LAUDERDALE.—Alamo Rent A Car, which serves 12 states, has introduced its "Car Rental Hotline" multi-lingual translation service to aid its foreign customers.

The concept is being tested in three Florida cities—Miami, Orlando and Clearwater—because it is in these areas where the majority of foreign tourists flock, said Robert M. Coffey, Alamo's executive marketing director.

The hotline provides telephone translations in French, Spanish, German, Italian, Portuguese and Japanese, representing the languages of 90 percent of all non-English speaking visitors.

Translators are provided through HATA U.S.A., a Miami-based travel service that provides assistance to foreign travelers. Alamo customers are assisted by a car rental representative who puts them in touch with the Hotline to make sure they understand rental costs, insurance and related matters.

They are also provided with travel assistance relative to hotels, air transportation and tourist attractions, and given a card with the hotline number to carry with them during their visit should they need further assistance, Coffey said.

The complimentary service is available 24 hours a day, seven days a week, with the exceptions of Labor Day, Thanksgiving, Christmas and New Years Day.

If successful, the service will be expanded throughout the company's network of facilities, Coffey said.

Used Car Sales
Auction Averages

April to date	$4,843
Month ago	$4,778
Year ago	$5,604

Borton offers free limo rides to business flyers

MINNEAPOLIS.—Borton Limousine Service is providing transportation to the Minneapolis-St. Paul International Airport at no charge for passengers traveling with Scandinavian Airlines from Chicago to Europe.

Borton uses Volvo limousines featuring telephone, stereo, wet bar and television to service Scandinavian Air business and first-class passengers within a 20-mile radius of the airport.

Passengers may be picked up at home or office and ride to Twin Cities International, where flights to Chicago will connect them with Scandinavian Air flights to Europe.

Traveling in style

Al Stewart, left, manager of Borton Limousine Service, and Ken Lindahl, vice president and general manager of Borton Volvo, are shown with a Volvo 760-GLE limousine. The company offers free limo service to the Minneapolis-St. Paul International Airport for certain Scandinavian Airlines passengers.d

Comfort, convenience, testing involved

Passive-restraint changes proposed

Continued from Page 1

ied a petition by the Committee of Common Market Automobile Constructors to increase the head injury criteria (HIC—a measurement of serious or fatal head injury) from the current 1000 to 1500 in the interest of international harmonization.

In general, NHTSA did not reply to the multitude of petitions outstanding, some probably because they could impact the ongoing litigation claiming that a federal standard cannot be contingent upon state legislative actions. One such petition would require only air bags; another would require only state laws; yet another would change the federal criteria for state laws. Responses to those petitions were due last August.

NHTSA has opened a number of issues for public comment:

1. It proposes exempting convertibles from passive-restraint requirements starting with 1990 models. Even though production of convertibles is rising and NHTSA believes passive restraints could be used, the design problems are expensive. NHTSA proposes allowing the option of lap belts with belt strength tests and anchorage attachments only.

2. It proposes either retaining HIC with or without head contact or adopting one of two alternatives: Using a new neck injury criteria that could also reduce brain injury for non-contact situations while retaining the head-contact part; or calculating a HIC for both contact and non-contact but limiting the calculation to a specified time interval, probably any interval up to 36 milliseconds.

3. It proposes adopting several parts of the test procedure being used in NHTSA high-speed crash programs: Positioning of test dummies so feet do not rest on the wheel well and changing the fuel system requirement as part of the vehicle loading procedures.

4. It proposes allowing the "due care" provision of the 1966 law to apply to compliance with Standard 208 because of its complexity.

5. It proposes again dropping the oblique test (30 degrees frontal) requirement, an issue on which the companies appear to be about evenly divided.

6. It proposes dynamic testing for manual lap/shoulder belts. This means using an instrumented dummy instead of the old webbing stretch-and-pull.

Although consumer advocates have wanted dynamic testing for years, NHTSA is finally agreeing because of the trend toward smaller cars and because of more tension-relieving devices (like "window-shades") which can make belts much less effective. The crash tests would have the dummy belted according to the auto maker's recommended slack level.

However, NHTSA proposes an effective date of 1990 models and "only" if the provision of two-thirds of the population in states with mandatory-use laws rescinds the passive-restraint standard. One reason cited by NHTSA is that more than half of the vehicles crashed at high speed by NHTSA do not meet one or more of the injury criteria and although these are high speed, the dummy is strapped tightly by the belt.

NHTSA also adresses certain other questions.

For example, what is a "manufacturer?" This is needed to determine production and compliance. NHTSA is proposing agreeing with the answers proposed by the Automobile Importers of America (AIA) and General Motors, Toyota and New United Motor Mfg., Inc.

That is, a manufacturer could determine, by contract, which cars will count as its own cars; but absent such a contract, an imported car could be counted by the importer, both gray market or otherwise; or a car made by more than one manufacturer could be counted by the one which sells the car.

Ford Motor Co. asked about a situation where a maker sponsors the design and making of a vehicle for its own account as a joint venture or as an outside purchaser. NHTSA suggests that, depending on circumstances, either could be the "manufacturer."

In proposing to clarify "average annual production" in order to get a proper percentage for the vehicles with passive restraints, NHTSA said the meaning is "cars manufactured for sale in the U.S." It also proposes treating gray-market importers as manufacturers required to meet the passive-restraint standards.

Moreover, NHTSA is inclined to allow manufacturers exceeding the passive-restraint percentage level early to carry them forward against the requirement of later years (even allowing makers to count any 1986 models with passive restraints), but it is opposed to allowing any carryback of percentage amounts.

NHTSA also says it will propose a new regulation dealing exclusively with automatic restraint phase-in reporting requirements. Instead of figuring the percentage on the average of the last three years' production, NHTSA is also considering allowing the percentage to be based on actual yearly production—thus taking care of the possible cyclic swings that could end up requiring a much higher percentage of vehicles with passive restraints.

The last package of NHTSA proposals deals with the Hybrid III dummy, which GM has been working on since 1972. The agency proposes that 45 days after the final rule, manufacturers could use either the current dummy or the Hybrid III dummy, but as of Sept. 1, 1991, the Hybrid III would replace the current dummy for compliance with Standard 208.

NHTSA also proposes to set new injury reduction performance requirements for facial lacerations to go into effect for 1990 models and, in response to a petition from the Center for Auto Safety, to set new injury reduction performance requirements for the neck and chest, to become effective 45 days after the standard goes into effect. Also to be proposed are new requirements covering the knee and tibia which would go into effect for the 1992 models.

NEW-CAR STOCKS

	Apr. 1, 1985	Mar. 1, 1985	Apr. 1, 1984
Alliance	103	109	83
Encore	103	127	88
Eagle	177	120	94
AMERICAN MOTORS	109	116	86
Caravelle	74	74	.....
Horizon	25	28	47
Reliant	56	71	65
Turismo/TC-3	28	29	69
Plymouth	58	69	37
Plymouth Total	44	47	59
LeBaron	80	87	62
LeBaron GTS	71	71	.....
Laser	44	75	86
Fifth Avenue	83	87	69
N. Yorker E/EClass	85	93	65
Chrysler Total	73	84	69
Omni	30	31	54
Daytona	40	69	86
Charger/024	35	34	75
Aries	68	70	74
400/600	74	85	80
Lancer	87	71	.....
Diplomat	68	86	49
Dodge Total	53	57	71
CHRYSLER CORP.	56	60	67
EXP	83	106	65
Escort	69	70	55
Tempo	18	57	66
Mustang	42	43	60
Thunderbird	86	93	69
LTD	66	87	53
Crown Victoria	95	114	56
Ford Division	53	74	59
Lynx	94	84	67
Topaz	24	54	71
XR7/Cougar	69	74	65
Marquis	73	74	36
Grand Marquis	83	128	44
Capri	78	96	75
Total Mercury	66	82	55
Continental	46	45	66
Lincoln	49	50	21
Mark VII	66	47	85
Lincoln Total	50	48	42
FORD MOTOR	56	74	57
Skyhawk	44	56	81
Skylark	42	43	80
Century	35	33	41
Regal	57	51	57
Somerset Regal	68	63	.....
LeSabre	49	53	45
Electra	52	48	68
Riviera	61	47	56
Buick Division	48	47	57
Cimarron	51	76	112
Eldorado	83	78	43
Cadillac	67	61	51
Seville	93	90	42
Cadillac Division	71	68	51
Chevette	61	55	49
Cavalier	40	53	54
Citation	70	79	34
Camaro	68	44	68
Celebrity	38	36	47
Monte Carlo	56	53	82
Chevrolet	79	79	64
Corvette	50	69	47
Chevrolet Division	54	55	56
Firenza	65	82	84
Cutlass Ciera	31	30	32
Cutlass Supreme	37	37	49
Calais	68	70	.....
Olds 88	53	58	38
Olds 98	59	54	38
Toronado	98	89	64
Oldsmobile Division	47	48	45
Fiero	36	78	12
1000	60	56	80
2000 Sunbird	50	64	71
Firebird	54	69	52
6000	45	38	39
Bonneville	59	60	78
Grand Am	19	24	.....
Grand Prix	67	68	82
Pontiac	84	100	71
Pontiac Division	47	59	55
GENERAL MOTORS	52	53	53
VOLKSWAGEN	55	51	100
HONDA	3	1	20
Total Cars U.S.	53	59	56
SUBCOMPACT	49	55	57
COMPACT	42	59	66
INTERMEDIATE	53	54	54
STANDARD	72	81	56
LUXURY	65	62	51

New Maserati dealer

Leon Peskin, right, Century Motor Sales, Pasadena, Calif., signed with Bruce Qvale, general manager of Maserati Import Co. of San Francisco, Maserati's West Coast importer/distributor.

New-car supply declines to 53 days for domestics

Continued from Page 1

supply was low—under 40 days—on April 1 were: Chevrolet Celebrity, Pontiac Grand Am, Oldsmobile Cutlass Ciera and Supreme and Buick Century.

Inventories were split this way by maker: GM, 51.88 percent; Ford, 28.14 percent; Chrysler, 15.88 percent; AMC, 3.03 percent; Volkswagen, 0.97 percent, and Honda, 0.10 percent.

The April 1 split by market class: Subcompact, 16.80 percent; compact, 22.05 percent; intermediate, 33.27 percent; standard, 16.18 percent, and luxury, 11.70 percent.

The days' supply of subcompacts on April 1: Domestic Accords, 3; Horizon, 25; Turismo, 28; Omni, 30; Charger, 35; Fiero, 36; Daytona, 40; Laser, 44; Golf, 55; Pontiac 1000, 60; Chevette, 61; Escort, 69; EXP, 83; Lynx, 94; Alliance, 103, and Encore, 103.

Compacts: Tempo, 18; Topaz, 24; Cavalier, 40; Mustang, 42; Skyhawk, 44; Sunbird, 50; Cimarron, 51; Firebird, 54; Reliant, 56; Firenza, 65; Aries, 68; Camaro, 68; Capri, 78; LeBaron, 80 and Eagle, 177.

Intermediates: Grand Am, 19; Cutlass Ciera, 31; Century, 35; Cutlass Supreme, 37; Celebrity, 38; Skylark, 42; Pontiac 6000, 45; Monte Carlo, 56; Regal, 57; Bonneville, 59; LTD, 66; Grand Prix, 67; Calais, 68; Somerset Regal, 68; Cougar, 69; Citation, 70; LeBaron GTS, 71; Marquis, 73; Caravelle, 74; Dodge 600, 74; New Yorker E/E Class, 85; Thunderbird, 86, and Lancer, 87.

Standard-size cars: LeSabre, 49; Oldsmobile Eighty-eight, 53; Gran Fury, 58; Diplomat, 68; Chevrolet, 79; Grand Marquis, 83; Parisienne, 84, and Crown Victoria, 95.

Luxury models: Continental, 46; Lincoln, 49; Corvette, 50; Electra, 52; Oldsmobile Ninety-Eight, 59; Riviera, 61; Mark VII, 66; Cadillac, 67; Eldorado, 83; Fifth Avenue, 83; Seville, 93, and Toronado, 98.

Appeals Court upholds Texas lemon law

NEW ORLEANS.—The Fifth U.S. Circuit Court of Appeals overturned a Texas judge's ruling that struck down a Texas lemon law.

The ruling gave new life to a law similar to those adopted in 29 other states regarding the settlement of warranty claims.

Chrysler Corp. had challenged the Texas law, claiming that it was unfair on the grounds that dealers could form a majority on commissions set up to resolve disputes.

The Court of Appeals ruled that "Chrysler's challenge to the Texas lemon law ought to be directed to the Legislature rather than the courts."

Tennessee plant to ship parts to parent in Japan

LEWISBURG, Tenn.—Kantas Corp. here will begin exporting plastic parts back to its parent, Kanto Seiki Co., in Japan in July.

The Japan Economic Journal said that materials for plastic resins can be obtained in the U.S. at a markedly lower cost than in Japan, so that even with transport and distribution costs, a competitive edge is maintained.

The paper said that the plan is for Kantas to supply Nissan Motor Co.'s Smyrna (Tenn.) plant, which began assembling subcompact Sentras in late March. Once production gets solidly underway, exports to Japan will begin.

Kantas is building a factory here which will begin operating in July. It will produce instrument panels and other plastic parts.

Canadian UAW sets goals for Chrysler talks

Continued from Page 3

Now it is not a question of whether or not they are going bankrupt, but how much more money they can make."

Since this is the UAW-Canada's first time out as a separate union, it has been speculated that either the U.S. or Canadian union will negotiate a favored-nation clause, similar to what was bargained at Chrysler in the 1973 talks. The 1973 clause provided parity on both sides of the border.

The Canadian UAW has no plans to negotiate such an agreement, White said, although it expects to maintain close dialog with the U.S. UAW officials during negotiations.

"We have to get the me-too syndrome out of our heads," he said. "It is going to be difficult initially.

"Before we had to think, 'Can we do something that does not agree with the U.S. politically? Is it going to be compared and look as if we did not bargain as good an agreement (on one side of the border or the other)?' We have to have Canadian priorities over the top of the basic issues," he said.

Bommarito builds Mazda dealership

ST. LOUIS.—Frank Bommarito is building a Mazda dealership in suburban Ellisville. It is adjacent to his Oldsmobile-GMC facility.

Bommarito has been a Mazda dealer for six years. He said the facility will have 12 service bays, a two-story parts department and a 10-car showroom.

Cheers!

William Felts, left, owner of Pioneer AMC-Jeep-Renault, North Hollywood, Calif., toasts the opening of his dealership with Tom Peyton, AMC's California marketing manager, Los Angeles zone.

Will cost company much less than 'wheel tax'

UAW agrees to profit-sharing plan at AMC

By Richard Johnson
Detroit Reporter

The UAW will accept a profit-sharing plan from American Motors as the first installment on repayment of some $150 million in employe investments made over the past three years.

The plan is less-lucrative than the "wheel-tax"repayment option that was preferred by the UAW.

The union has also agreed to begin early negotiations at Kenosha and Milwaukee to replace contracts which won't expire until Sept. 15. Talks may begin as early as this week, according to an AMC spokesman.

AMC assembles Alliance and Encore at Kenosha; Milwaukee is a stamping plant. But the company has threatened to cease Wisconsin operations after Alliance/Encore production concludes later in the decade unless labor costs are made more competitive.

More than 12,000 hourly workers at the company's Wisconsin facilities and Toledo Jeep plant will receive smaller reimbursement payments than if AMC had agreed to a "wheel tax" repayment option based on production volume. Under terms of the Employe Investment Plan, the reimbursement method is subject to review again next year.

The "wheel-tax" option, favored by the union but opposed by AMC management, calls for the company to contribute $100 to a repayment fund for each of the first 200,000 vehicles produced by American Motors in the U.S. and Canada per year, and $150 for each additional vehicle.

According to an AMC spokesman, the "wheel-tax" plan would have required the company to dole out $40-$45 million this year, depending on final production totals. Instead, AMC will pay out $5.4 million under a format based on automotive profits. The company earned $15.5 million in 1984, its first profitable year since 1979.

Some 22,000 employes have participated in the EIP since 1982, according to AMC. A typical hourly employe in the program for the entire term has invested up to $10,000, including bonus credits. Based on that figure, a company spokesman said, a typical first-year profit-sharing payment will be about $300, payable in May.

AMC employes deferred some annual raises, casual days off and some cost-of-living adjustments when the three-year agreement was negotiated. The funds were earmarked for the company's new product development plan.

In response to questions submitted earlier this year by the union, AMC termed the EIP "the biggest single non-competitive labor cost item the company has."

American Motors officials have also complained that the company's hourly wage levels at Kenosha and Milwaukee, where some 7,000 are employed, are out of line with those of other U.S. auto makers. Jose DeGeurwaerder, AMC president and chief executive officer, has said the future of its Wisconsin plants hinges on labor costs to be negotiated with the UAW this year.

The union has agreed to begin negotiating new contracts far in advance of the expiration date. An AMC spokesman said last week talks will begin "in a matter of days."

"We're paying a premium on our labor contract," he said. "We're anxious to get a new contract in place that is competitive."

AMC has said Kenosha assemblers earn $13.44 per hour, or 37 cents more than counterparts at Ford Motor Co. and General Motors.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JANUARY, 1985 VERSUS JANUARY, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,325	5,325	8,336	8,336
Encore FWD	3,591	3,591	5,983	5,983
Spirit	0	0	0	0
Concord	0	0	0	0
Concord SW	0	0	0	0
Eagle 4WD	266	266	434	434
Eagle 4WD SW	1,377	1,377	1,969	1,969
TOTAL AMC	10,559	10,559	16,722	16,722
Chrysler Laser FWD	3,312	3,312	3,840	3,840
LeBaron GTS FWD	2,589	2,589	0	0
LeBaron FWD	6,063	6,063	5,356	5,356
LeBaron SW FWD	637	637	840	840
E Class-NY FWD	4,793	4,793	6,556	6,556
Cordoba	0	0	0	0
NY Fifth Ave-Newpt	7,640	7,640	4,629	4,629
Imperial	0	0	0	0
Total	25,034	25,034	21,221	21,221
Plymouth Horizon FWD	7,426	7,426	6,289	6,289
Turismo FWD	3,715	3,715	6,289	6,289
Reliant FWD	9,889	9,889	7,957	7,957
Reliant SW FWD	2,663	2,663	3,209	3,209
Caravelle FWD	2,984	2,984	0	0
Gran Fury	1,380	1,380	638	638
Total	28,057	28,057	21,107	21,107
Dodge Omni FWD	5,818	5,818	5,240	5,240
Charger FWD	4,084	4,084	3,313	3,313
Daytona FWD	3,017	3,017	3,168	3,168
Aries FWD	7,975	7,975	5,912	5,912
Aries SW FWD	2,226	2,226	2,968	2,968
Lancer FWD	2,044	2,044	0	0
600'84/400'83 FWD	4,606	4,606	3,961	3,961
Diplomat	3,027	3,027	854	854
Mirada	0	0	0	0
Total	32,797	32,797	25,416	25,416
TOTAL CHRYSLER CORP.	85,888	85,888	67,744	67,744
Ford Escort FWD	24,302	24,302	20,225	20,225
Escort SW FWD	6,342	6,342	6,850	6,850
EXP FWD	2,486	2,486	1,288	1,288
Fairmont	0	0	0	0
Tempo FWD	21,209	21,209	21,914	21,914
LTD	11,768	11,768	11,366	11,366
LTD SW	3,290	3,290	4,404	4,404
LTD Crn. Victoria	9,411	9,411	8,343	8,343
LTD Crn. Victoria SW	1,987	1,987	2,441	2,441
Mustang	12,999	12,999	9,399	9,399
Thunderbird	11,223	11,223	13,086	13,086
Total	105,377	105,377	99,316	99,316
Lincoln Town Car	8,409	8,409	3,581	3,581
Mark VII	1,853	1,853	3,391	3,391
Continental	2,712	2,712	1,410	1,410
Total	12,974	12,974	8,382	8,382
Mercury Lynx FWD	4,590	4,590	4,287	4,287
Lynx SW FWD	1,068	1,068	1,151	1,151
LN7 FWD	0	0	0	0
Capri	1,301	1,301	1,434	1,434
Zephyr	0	0	0	0
Topaz FWD	5,702	5,702	6,639	6,639
Marquis	6,523	6,523	5,328	5,328
Marquis SW	796	796	1,052	1,052
Grand Marquis	8,446	8,446	7,375	7,375
Grand Marquis SW	1,019	1,019	1,107	1,107
Cougar	8,768	8,768	8,487	8,487
Total	38,213	38,213	36,860	36,860
Lincoln-Mercury Division Total	51,187	51,187	45,242	45,242
TOTAL FORD MOTOR CO.	156,564	156,564	144,558	144,558
Buick Skylark FWD	8,417	8,417	7,492	7,492
Skyhawk FWD	5,509	5,509	5,080	5,080
Skyhawk SW FWD	544	544	636	636
Somerset Regal FWD	5,317	5,317	0	0
Century FWD	13,895	13,895	12,145	12,145
Century SW FWD	2,206	2,206	1,451	1,451
Regal	8,397	8,397	14,909	14,909
Regal SW	0	0	148	11,967
LeSabre	11,096	11,096	10,259	10,259
Electra	0	0	5,730	5,730
Electra FWD	5,363	5,363	5	5
Buick SW	1,312	1,312	1,060	1,060
Riviera FWD	4,315	4,315	4,206	4,206
Total	66,371	66,371	62,973	62,973
Cadillac DeVille	432	432	9,788	9,788
DeVille FWD	6,593	6,593	51	51
Cimarron	949	949	1,460	1,460
Fleetwood & Chassis	4,041	4,041	4,149	4,149
Fleetwood FWD	2,670	2,670	39	39
Eldorado FWD	5,190	5,190	5,533	5,533
Seville FWD	2,629	2,629	2,788	2,788
Total	22,504	22,504	23,808	23,808
Chevrolet Chevette	11,925	11,925	14,474	14,474
Camaro	15,044	15,044	12,120	12,120
Cavalier FWD	23,882	23,882	17,628	17,628
Cavalier SW FWD	5,333	5,333	6,406	6,406
Citation FWD	5,880	5,880	6,141	6,141
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	17,060	17,060	17,885	17,885
Celebrity SW FWD	5,802	5,802	3,537	3,537
Monte Carlo	6,965	6,965	9,624	9,624
Impala	4,013	4,013	3,454	3,454
Caprice	11,285	11,285	10,918	10,918
Chevrolet SW	4,533	4,533	4,161	4,161
Corvette	2,778	2,778	2,196	2,196
Total	114,500	114,500	108,544	108,544
Oldsmobile Omega FWD	0	0	3,621	3,621
Firenza FWD	3,516	3,516	2,789	2,789
Firenza SW FWD	826	826	902	902
Calais FWD	7,093	7,093	0	0
Cutlass Ciera FWD	16,509	16,509	15,361	15,361
Cutlass Ciera SW FWD	3,003	3,003	2,093	2,093
Cutlass Supreme-Calais	185,885	15,885	25,511	25,511
Cutlass SW	0	0	135	17,454
Delta 88	14,985	14,985	15,539	15,539
98	0	0	8,915	8,915
98 FWD	8,218	8,218	50	50
Oldsmobile SW	1,290	1,290	2,381	2,381
Toronado FWD	2,934	2,934	3,351	3,351
Total	74,259	74,259	80,513	80,513
Pontiac 1000	2,086	2,086	2,239	2,239
Firebird	6,492	6,492	6,475	6,475
Sunbird FWD	6,793	6,793	6,853	6,853
Sunbird SW FWD	637	637	877	877
Grand Am FWD	6,898	6,898	0	0
Phoenix FWD	0	0	1,252	1,252
Bonneville	3,568	3,568	5,404	5,404
Bonneville SW	0	0	234	12,789
6000 FWD	8,265	8,265	7,116	7,116
6000 SW FWD	1,078	1,078	1,070	1,070
Grand Prix	3,862	3,862	5,650	5,650
Parisienne	4,072	4,072	2,509	2,509
Pontiac SW	1,142	1,142	1,018	1,018
Fiero	4,880	4,880	6,932	6,932
Total	49,773	49,773	47,395	47,395
TOTAL GM CORP.	327,407	327,407	323,233	323,233
Miscellaneous Domestic	7	7	27	27
Domestic Station Wagon Total	49,111	49,111	51,583	51,583
Domestic Grand Total	580,425	580,425	552,284	552,284
Import Total	208,340	208,340	194,947	194,947
Grand Total All Registrations	788,765	788,765	747,231	747,231

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma registrations compiled from manufacturers' sales records.

Car registrations for January are highest since '73

Continued from Page 3

grew to 14.80 percent from 12.27 percent, and AMC slipped to 1.82 percent from 3.03 percent.

Imports claimed the largest single segment of the market share breakout in January, 26.41 percent, followed by intermediates at 25.29 percent, compacts at 17.98 percent, subcompacts at 11.96 percent, standards at 10.02 percent and luxuries at 8.34 percent.

A year earlier imports earned 26.09 percent, intermediates had 25.84 percent, compacts had 17.49 percent, subcompacts had 12.93 percent, standards had 9.19 percent and luxury models had 8.46 percent.

The January, 1985, domestics-only market included 34.37 percent intermediates, 24.44 percent compacts, 16.25 percent subcompacts, 13.61 percent standards and 11.33 percent luxuries.

Comparable 1984 figures were: Intermediates, 34.97 percent; compacts, 23.65 percent; subcompacts, 17.50 percent; standards, 12.43 percent, and luxuries, 11.45 percent.

Kaide to head Mazda N. America

IRVINE, Calif.—Hisao Kaide has been named president of Mazda (North America), Inc.

Kaide formerly was manager of Mazda's product planning office in Japan. He succeeds Akiro Toriyama, who has been named general manager, service parts, at Mazda headquarters in Japan.

Mazda (North America) is a wholly owned subsidiary of Mazda Motor Corp. It was established in 1981 and is responsible for future product planning and research, technical assistance for service and parts and public relations and advertising coordination in North America.

Makers schedule 187,352 cars

Week's output is highest of year

By Louise Kertesz
Detroit Reporter

U.S. auto makers planned to build more cars last week than in any week so far this year—187,352 units. The total was 36.09 percent more than the 137,670 cars assembled during the previous week (a four-day week) and 5.43 percent more than the year-ago week's 177,695.

Contributing to the high output were 14 plants working overtime Saturday (April 13).

The record production week so far this year had been the week ended Jan. 12, when 185,560 cars were assembled.

Last week's targeted output was higher than any week last year except one—the week ended Dec. 15, 1984, when 189,998 cars were built.

So far this year, 2,509,821 cars have been completed, a bit less (0.53 percent) than the 2,523,135 assembled last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 60.45 percent; Ford Motor Co., 19.35 percent; Chrysler Corp., 17.08 percent; American Honda, 1.68 percent; Volkswagen of America, 1.07 percent; Nissan Motor Mfg. Co., U.S.A., 0.21 percent, and New United Motor Mfg. Co., Inc., 0.16 percent.

General Motors scheduled two overtime shifts Saturday at the following plants: Pontiac (P plant); Lansing (Oldsmobile Nos. 1 and 2); Detroit; Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Linden, N.J., and Oklahoma City.

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Ford scheduled Saturday overtime at its plant in Lorain, O.

Ford has scheduled daily overtime this week (April 15) at its plants in Atlanta; Chicago; Lorain, O.; Kansas City; Wayne, Mich., and Wixom, Mich.

Chrysler scheduled two overtime shifts Saturday at its plants in Belvidere, Ill.; Newark, Del., and Detroit.

Chrysler also scheduled two nine-hour daily shifts this week at its Belvidere, Newark and St. Louis (Nos. 1 and 2) plants and two 8½-hour daily shifts at its Detroit plant.

Splash curbs proposed for tractors and semis

WASHINGTON.—In response to a congressional mandate, NHTSA has proposed minimum standards to reduce splash and spray from truck tractors, trailers and semitrailers. The standards will become effective one year after the final rule.

Separately, the Federal Highway Administration is addressing installation standards for those spray-suppression devices on vehicles already on the road, including a requirement that all such vehicles be equipped with the devices four years after NHTSA sets its equipment standard.

NHTSA has tentatively determined that the only practicable and reliable devices at this time are flaps and side skirts. The flaps are similar to plain mudflaps but the surface facing the tires is designed to reduce the amount of spray.

NHTSA is also seeking comments on several alternative requirements.

The preferred one is to achieve spray reduction of at least 35 percent. The other alternatives are reductions of 50 percent or 75 percent, although NHTSA recognizes that it may not be feasible for most flap makers to design and make flaps within a year after the final rule.

NHTSA tentatively concluded that making flaps to reduce spray by 75 percent would be feasible four years after the rule and, therefore, is proposing such a program.

NHTSA has not proposed any performance requirements for the side skirts since size is the key variable.

Addressing installation, NHTSA proposed a position behind the drive and steering axles of all new tractors and behind the rear-most tires for each axle position on new trailers and semitrailers.

Side skirts, under the proposal, would be installed over the rear axle position of all new flatbeds, vans and tank trailers starting one year after the final rule. Installation would be over the steering axle position of new tractors and over the nose of new trailers and semitrailers starting four years after the final rule.

Black is inducted into Volvo Hall of Fame

TOPSHAM, Me.—Brian J. Black, of Bates & Cunningham, Inc., has been inducted into the Volvo Hall of Fame.

Volvo salesmen qualify for the honor by selling 1,000 new Volvos. Black has been with the dealership since 1958.

Truck production tops 70,000 for year's best week

With a full work week (including Saturday overtime) last week following a holiday period, U.S. truck makers scheduled the highest production of any week this year or last—70,954 units, 29.59 percent more than the previous week's 54,751 and 8.63 percent more than the year-ago week's 65,315.

So far this year, 982,035 trucks have been assembled, 5.35 percent more than the 932,200 completed last year at this point.

General Motors scheduled two overtime shifts Saturday (April 13) at its plants in Baltimore, Flint (Nos. 1 and 2) and St. Louis.

One overtime shift was scheduled Saturday at GM's Detroit plant.

Ford Motor Co. also scheduled Saturday overtime at its Louisville and Twin Cities plants.

Ford scheduled daily overtime this week (April 15) at the following plants: Lorain, O.; Wayne, Mich. (Michigan Truck); Kansas City; Twin Cities, and Louisville.

Saturday overtime is also scheduled for April 20 at Ford's Louisville plant.

Chrysler Corp. has scheduled two nine-hour daily shifts this week (April 15) at its plant in Warren, Mich.

Canada builds 23,522 cars; best week of '85

Rebounding after a holiday period, Canadian car makers scheduled production of 23,522 units last week, 45.13 percent more than the 16,207 built during the previous four-day work week, and about the same (up 0.84 percent) as the year-ago week's 23,325.

Last week's estimated production was the highest weekly output so far this year, topping the 23,068 cars built during the week ended Jan. 12—which also followed a holiday week.

So far this year, 283,731 cars have been assembled, 15.21 percent less than the 334,630 completed last year at this point.

Truck makers projected completion of 18,896 units last week, 38.55 percent more than the previous week's 13,638 and 4.35 percent more than the year-ago week's 18,109.

Year-to-date, 260,362 trucks have been built, 4.09 percent more than the 250,142 assembled last year at this time.

Chrysler's Windsor (Ont.) plant scheduled production of 2,670 Plymouth Voyagers, 2,826 Dodge Caravans and 612 Mini Ram Vans last week, bringing the T-115 total for the year to 83,725.

CANADIAN CAR PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
AMERICAN MOTORS	400	0	C	400	8,232	3,152
FORD MOTOR	10,067	9,771	6,866	16,933	122,621	143,965
GENERAL MOTORS	12,830	13,329	9,161	21,991	200,492	133,425
VOLVO	225	225	180	405	3,285	3,189
Total Cars, Canada	23,522	23,325	16,207	39,729	334,630	283,731

TRUCK PRODUCTION IN U.S.*

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
CHEVROLET	23,891	20,213	17,792	41,683	299,435	333,805
DODGE	4,600	4,290	3,664	8,254	61,951	59,388
FORD	26,705	26,002	20,505	47,210	352,203	346,663
GMC	7,453	6,664	5,670	13,123	95,409	98,759
INTERNATIONAL	1,960	1,702	1,318	2,978	21,528	23,289
JEEP	3,400	3,869	3,138	6,538	57,364	58,684
NISSAN	1,475	1,716	1,248	2,723	27,710	33,470
AM GENERAL	50	50	40	90	600	720
MISCELLANEOUS	1,720	1,000	1,376	3,096	15,800	27,276
Total Trucks, U.S.	70,954	65,315	54,751	125,705	932,200	982,035

CANADIAN TRUCK PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
CHRYSLER	8,760	8,284	5,976	14,736	105,304	121,480
FORD	3,648	3,334	2,947	6,595	48,334	59,056
GENERAL MOTORS	6,248	6,344	4,522	10,770	94,406	85,407
INTERNATIONAL	240	147	193	433	2,098	3,439
Total Trucks, Canada	18,896	18,109	13,638	32,534	250,142	260,362
N. American Trucks	89,850	83,424	68,389	158,239	1,182,342	1,242,397

—Revs includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
AMERICAN MOTORS	0	4,854	0	0	60,320	25,519
Renault Total	0	4,854	0	0	60,320	25,519
Alliance	0	2,749	0	0	32,236	15,062
Encore	0	2,105	0	0	28,084	10,457
CHRYSLER CORP.	32,000	29,929	23,297	55,297	392,796	390,646
Plymouth Total	9,800	8,953	6,682	16,482	116,154	113,956
Horizon	3,600	3,679	2,423	6,023	47,056	39,705
Reliant	4,700	4,505	3,003	7,703	61,417	51,661
Caravelle	1,100	197	898	1,998	2,593	17,056
Gran Fury	400	572	358	758	5,088	5,534
Chrysler Total	9,400	10,128	7,345	16,745	129,791	130,237
LeBaron	2,300	2,905	1,711	4,011	38,213	34,061
LeBaron GTS	2,200	0	1,899	4,099	0	24,827
Laser	1,100	1,629	819	1,919	24,104	14,691
New Yorker E-Class	1,600	2,583	1,117	2,717	32,747	21,600
Fifth Avenue	2,200	3,011	1,799	3,999	34,727	35,058
Dodge Total	12,800	10,848	9,270	22,070	146,851	146,453
Omni	3,600	3,326	2,529	6,129	44,340	42,259
Aries	3,900	3,491	2,650	6,550	48,839	40,506
Daytona	1,000	1,226	755	1,755	18,905	13,261
Dodge 600	1,800	2,090	1,170	2,970	25,560	22,120
Lancer	1,800	0	1,506	3,306	0	18,897
Diplomat	700	715	660	1,360	9,207	9,410
FORD MOTOR	36,256	40,779	28,426	64,682	518,066	517,867
Ford Division	24,183	26,594	19,482	43,665	340,910	342,128
Escort	6,475	8,129	5,578	12,053	105,585	87,301
Mustang	3,763	3,202	3,094	6,857	37,494	53,217
LTD	6,126	4,412	4,793	10,919	70,924	70,796
Thunderbird	3,875	3,764	2,748	6,623	48,330	64,864
Crown Victoria	0	1,751	0	0	24,554	7,122
EXP	0	628	0	0	10,073	3,838
Tempo	3,944	4,708	3,269	7,213	43,950	54,990
L-M Division	12,073	14,185	8,944	21,017	177,156	175,739
Mercury Total	8,487	11,255	6,185	14,672	127,689	125,500
Lynx	846	1,650	617	1,463	21,444	20,270
Capri	352	478	159	511	5,187	5,833
Marquis	2,995	2,875	2,408	5,403	30,937	34,792
Cougar	3,088	3,092	2,166	5,254	29,394	41,545
Grand Marquis	0	1,877	0	0	27,817	4,733
Topaz	1,206	1,283	835	2,041	12,910	18,327
Lincoln Total	3,586	2,930	2,759	6,345	49,467	50,239
Continental	656	761	499	1,155	9,288	9,110
Lincoln	2,540	1,832	1,957	4,497	27,732	35,587
Mark VI/VII	390	337	303	693	12,447	5,542
GENERAL MOTORS	113,252	97,646	80,571	193,823	1,481,545	1,495,476
Buick Total	25,241	21,051	16,577	41,818	315,489	287,630
Skylark	2,390	1,776	1,947	4,337	29,292	34,340
Skyhawk	2,532	3,762	1,546	4,078	50,828	31,161
Somerset Regal	3,326	0	2,117	5,443	0	38,330
Century	6,621	4,861	3,982	10,603	68,833	65,493
Regal	2,968	4,888	1,843	4,811	68,726	31,566
LeSabre/Electra(rwd)	3,567	3,696	2,551	6,118	74,597	40,314
Riviera	1,424	1,074	959	2,383	17,484	19,125
Electra(fwd)	2,413	994	1,632	4,045	5,729	27,301
Cadillac Total	7,904	8,389	5,801	13,705	106,843	113,868
Cimarron	577	363	456	1,033	6,262	8,779
Seville	956	1,065	646	1,602	12,562	12,926
Eldorado	1,789	2,027	1,206	2,995	23,101	23,849
Cadillac (rwd)	1,278	4,013	847	2,125	58,465	16,233
DeVille (fwd)	3,304	921	2,646	5,950	6,433	52,081
Chevrolet Total	36,129	36,378	25,786	61,915	503,684	524,450
Chevette	3,047	5,861	2,427	5,474	68,869	47,015
Cavalier	11,231	9,279	7,253	18,484	125,679	145,305
Celebrity	6,353	6,536	4,471	10,824	90,571	87,130
Camaro	4,945	6,117	3,881	8,826	80,188	68,468
Citation	1,610	2,988	1,293	2,903	32,533	24,232
Malibu/El Camino	0	860	0	0	10,483	0
Monte Carlo	3,848	1,423	2,606	6,454	49,290	47,463
Chevrolet	4,095	2,697	3,056	7,151	35,687	92,109
Corvette	1,000	617	799	1,799	10,384	12,728
Oldsmobile Total	28,074	22,146	20,124	48,198	375,789	376,608
Omega	0	1,245	0	0	16,011	0
Firenza	1,920	1,959	1,312	3,232	22,745	23,123
Cutlass Supreme	5,065	4,230	3,964	9,029	112,934	62,129
Cutlass Ciera	7,927	6,524	5,572	13,499	82,753	116,050
88/98 (rwd)	5,302	5,904	3,809	9,111	121,228	70,545
Olds 98 (fwd)	3,070	1,126	2,349	5,419	6,189	42,698
Calais	3,903	0	2,411	6,314	0	48,065
Toronado	887	1,158	707	1,594	13,929	13,998
Pontiac Total	15,904	9,682	12,283	28,187	179,740	192,920
Acadian**	0	688	200	200	5,485	4,309
2000 Sunbird	3,305	2,338	2,622	5,927	44,279	41,743
1000	655	1,225	394	1,049	12,946	9,937
Firebird	2,675	2,634	2,399	5,074	33,899	37,303
Phoenix	0	418	0	0	5,051	0
6000	1,326	0	671	1,997	0	9,192
Grd. Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,373	321	1,077	2,450	10,832	20,690
Fiero	3,126	2,058	2,640	5,766	37,515	33,824
Grand Am	3,444	0	2,280	5,724	0	35,922
HONDA	3,150	2,519	3,260	6,410	35,336	48,646
NISSAN	394	0	198	592	0	988
NUMMI (Nova)*	300	0	250	550	0	1,750
VOLKSWAGEN	2,000	1,968	1,668	3,668	35,070	28,929
Total Cars, U.S.	187,352	177,695	137,670	325,022	2,523,135	2,509,821
Total Cars, Canada	23,522	23,325	16,207	39,729	334,630	283,731
N. American Cars	210,874	201,020	153,877	364,751	2,857,765	2,793,552
N. American Trucks	89,850	83,424	68,389	158,239	1,182,342	1,242,397
North American Cars and Trucks	300,724	284,444	222,266	522,990	4,040,107	4,035,949

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

April 22, 1985

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Chrysler deal is timely for De Tomaso

By Dan McCosh
Detroit Reporter

Officials at De Tomaso Industries, Inc., the U.S.-based company that holds a majority interest in Maserati S.p.A., apparently are gambling heavily that a new exotic sports car project with Chrysler Corp. will help resolve the firm's financial difficulties.

Although Chrysler Corp. has not made public the financial details of its arrangement with Maserati S.p.A. to build a $30,000 sports car for the 1987 model year, recent filings by De Tomaso Industries in the U.S. reveal Chrysler paid some $2.3 million for its 5-percent interest in Maserati.

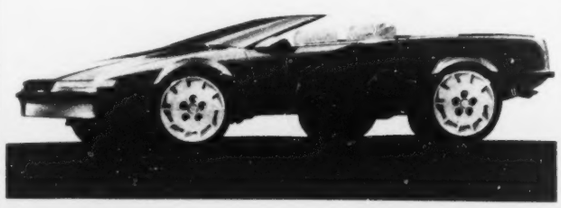
The Chrysler investment came at an opportune time for De Tomaso. An option for a subsidiary of De Tomaso Industries to purchase controlling interest in Maserati was due to expire at the end of the year.

De Tomaso, while declaring a small operating profit in 1984, defaulted on two payments on loans of $39 million from the Italian government. The loans since have been converted into equity in various subsidiaries of De Tomaso by the government.

A note in the De Tomaso financial statement by the accounting firm of Ernst & Whinney says, "The company has a deficiency in

Please turn to Page 50, Col. 3

For Chrysler by Maserati



Sports car slated for 1987

This is a design concept rendering of the Chrysler-Maserati sports car which will be introduced in 1987. It will be made in Italy for sale by Chrysler dealers in the U.S. and Canada. A convertible and a hardtop coupe will be offered, priced in the $25,000-$30,000 range. Volume is expected to be about 5,000 a year.

Chrysler-Maserati car may be first of many

By Richard Feast
European Editor

MODENA, Italy.—Chrysler Corp's first Maserati-built sports car, a two seater which will debut in the spring of 1987, could be the first of several models to be sourced from the Italian company.

Donald P. Morrissey, Chrysler's director of special vehicle management in the product development office, anticipates annual sales of up to 5,000 for the first model, which will sell in the $25,000 to $30,000 range.

But he admitted that the two companies are discussing other products as well. Further agreements could result in Maserati building up to 10,000 vehicles a year for sale though the Chrysler-Plymouth dealer network in North America.

The prototype for the first car is now being completed. It will be sold in hardtop or convertible form as a "Chrysler made by Maserati."

The car, currently known as Q-Coupe, will use a U.S.-sourced 2.2-liter, four—cylinder turbo engine to drive the front wheels. It was styled in Detroit, with additional input from Maserati, and will be based on the platform of a new, as-yet-unannounced Chrysler sedan.

It will be stamped and assembled at the Innocenti factory in Milan, where the present Maserati Biturbo series is produced.

Morrissey believes that the car's most direct rivals will be the Mercedes-Benz coupes and roadsters and the forthcoming Cadillac Allante. The body shell of the Allante will be built in Italy by Pininfarina.

Chrysler said it is considering a 10-year anti-rust warranty for the body, in addition to a general five-year warranty for the complete car. This would be a result of extensive use of galvanized steel in the body.

No further technical details or marketing plans are being revealed for the time being by either company.

The power plant is a source of some mystery. The high-perfor-

Please turn to Page 50, Col. 1

Import-car stocks drop to 27 days, lowest in 5 months

By Kathleen Hamilton
Assistant Managing Editor

The stockpile of new imported cars on April 1 fell to a five-month low as Japanese imports slowed to a trickle at the end of the quota period and the Europeans increased their sales, trimming inventories even farther.

There were 226,912 import cars in stock on April 1, equal to a 27-day supply. It was the smallest stockpile since Nov. 1, when the figure was 186,567 cars, or 24 days' worth. On March 1, the figures were 250,745 cars and 31 days. On April 1, 1984, there were 212,315 cars and 27 days.

This month opened with 92,259 imported trucks in stock, or 33 days' worth. A month earlier, there were 87,383, a 30-day supply. A year earlier, the figures were 61,009 and 25 days. The import-truck inventory numbers include Tennessee-built Nissan pickups.

The combined import car-truck inventory stood at 319,171 vehicles, a 29-day supply, on April 1, compared with 338,128 vehicles and 29 days a month earlier and 273,324 vehicles and 27 days a year earlier.

March 31 marks the close of the Japanese fiscal year, and once again this year, most of the Japanese lines trimmed March shipments to keep within their quotas.

Subaru's inventories rose, partly as a result of slower March sales caused by acute shortages. Inventories of the other Japanese makes declined during the month, mostly because of reduced shipments. Mazda and Mitsubishi increased sales during the month, trimming their inventories.

Chevrolet's import inventory remains bloated by heavy stocks of Isuzu Spectrum: 91 days' worth this month, compared with 146 days last month. Chevy's Suzuki-built Sprint, meanwhile, continues in short-to-normal supply: 42 days this month versus 39 last month. The normal range for imports is 50 to 75 days, although it has been years since the Japanese makers have come within that range.

Audi's big month-to-month drop (from 124 days to 70) was due both to a slight sales increase and reduced imports. Volkswagen's changes were similar but less dramatic, and it trimmed its

Please turn to Page 49, Col. 1

How Japanese makers will share U.S. quota

The Japanese Government's allotments of cars that may be exported to the U.S. in the current year are not likely to please the larger manufacturers. Their quotas are up, but certainly not as much as they would like.

As an Automotive News source in Japan phrased it, "This is probably not the end of the matter."

At presstime, the government had not officially released the makers' quotas, but the newspaper Asahi Shimbun published a set of figures that are believed to be right on the money.

The quota imposed by the government is 2.3 million cars for the year beginning April 1, up 24.3 percent fron the 1,850,000 permitted under the Voluntary Restraint Agreement last year. Neither figure includes what Japan classifies as vans and are similar to station wagons. They have a separate quota. There is no quota for trucks.

Every Japanese maker will be permitted to ship more cars to the U.S., but Toyota and Nissan were granted increases of only 12.5 percent, and Honda was given a 15.1 percent hike. On a percentage basis—and generally on a numerical basis—the other five manufacturers were awarded larger increases.

Chrysler Corp. and General Motors received substantial increases in their captive imports, but neither company got as much as it wanted.

Here are the figures reported by Asahi Shimbun and the increases over last year:

Toyota's allotment is 620,760 cars, up 12.5 percent over last year's 551,800.

Nissan's share is 547,920, up 12.5 percent over 487,100 a year ago. Nissan Sentras now being assembled in Tennessee are not included.

Honda can send 428,590 cars to the U.S., which is 15.1 percent more than last year's 372,400. Those totals, of course, do not in-

Please turn to Page 50, Col. 3

breaking news

UAW, NUMMI talk

The UAW and New United Motor Mfg., Inc., began contract negotations last week that should by completed by June 30. Employes are working under terms of a letter of intent, which indicates the new contract will be for three years and will include flexibile work practices, a no-strike-or-lock-out clause, a minimum number of job classifications, mandatory overtime, comparable wages and benefits with the rest of the industry and benefit reductions for absenteeism.

Spanish link

STUTTGART, West Germany.—Daimler-Benz's plant at Vitoria, Spain, will build Mitsubishi vans and light trucks, beginning late in

See BREAKING NEWS, Page 8, Col. 1

Joint venture will build cars in U.S.

Chrysler, Mitsubishi make it official

By John Hartley
Staff Correspondent

TOKYO.—At last, Chrysler Corp. and Mitsubishi Motors Corp. (MMC) have signed their deal to produce 1.6-liter autos in a new factory in the U.S.

The agreement was signed last week during Chrysler Chairman Lee Iacocca's trip to Japan. In its April 8 issue, Automotive News reported that the joint venture would be announced during Iacocca's visit.

Although the company will be a 50-50 joint venture, Iacocca made it clear that to all intents and purposes this is an MMC project, with Chrysler doing a little bit of hand holding and taking cars and hoped-for profits.

Iacocca and Toyoo Tate, MMC president, signed the deal last Monday (April 15) in Tokyo. The following day, they discussed the new car which should go into production in 1989.

Iacocca was full of praise for MMC's new design, which he said was an attractive car. In all probability, this will, in effect, be the replacement for MMC's existing Colt, which is available as three- and five-door hatchbacks and as a four-door sedan. It rides on a 94-inch wheelbase and lengths vary from 152 to 162 inches. The new model is likely to be a little larger.

The plan involves an investment of $500 million and the company will eventually be capitalized at $150 million. Chrysler also is increasing its ownership share of MMC from 15 percent to 24 percent. The share will go to 20 percent now and to 24 percent within a year.

Output at the new plant, which will be in a Midwest state, will rise to 180,000 a year, with half being sold by Chrysler, and half by Mitsubishi Motor Sales of America, the Mitsubishi independent distribution arm in the U.S.

Defending his decision to buy more fully built-up cars from MMC while setting up the joint

Please turn to Page 49, Col. 3

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Extra selling day accounts for rise

Early-April sales climb 5 pct.

By Jenny L. King
Detroit Reporter

Domestic new-car sales in early April continued on the fence, leaning slightly to the plus side: Up a few thousand in numbers, down in daily-rate sales and a few percent ahead of 1984 in the cumulative year-to-date tally.

The six major U.S. auto makers reported combined sales of 221,138 new cars for the April 1-10 period, up some 10,000 units from 210,395 a year ago. This 5.11-percent increase brought the year-to-date total to 2,263,302, up 2.64 percent from 2,205,004 at this time in 1984.

With nine selling days this year, the daily selling rate, 24,571, was off 6.57 percent from 26,299 based on eight days the preceding year.

This year's early-April total was best for the period since 1978 when 232,581 retail deliveries were reported.

Chrysler Corp. and Ford Motor Co. hyped the sales pace with increases of 30.09 percent and 20.44 percent, respectively. Chrysler reported sales of 32,018 passenger cars this year, up from 24,612 in 1984. On a daily-rate basis, Chrysler sales were up 15.62 percent. Ford was up to 58,368 from 48,462, which was a gain of 7.05 percent daily rate.

General Motors sales dipped 3.54 percent, to 123,461 from 127,994 last year (down 14.26 percent daily rate). American Motors, with estimated sales of 3,000, was down 25.83 percent from 4,045 (down 34.12 percent daily rate).

Volkswagen was down 34.80 percent, to 1,276 from 1,957 (down 41.89 percent daily rate), and Honda dropped 9.32 percent, to 3,015 from 3,325 (down 19.38 percent daily rate).

Ford made the most dramatic climb in market share, rising to 26.39 percent from 23.03 percent for the period last year. Chrysler was up to 14.48 percent from 11.70 percent. GM plunged to 55.83 percent from 60.84; AMC was down to 1.36 percent from 1.92 percent; VW slipped to 0.58 percent from 0.93 percent, and Honda was off 1.36 percent from 1.58 percent.

Domestic makes with sales increases outnumbered losers nine to six. Plymouth was up 38.67 percent; Chrysler was up 11.38 percent; Dodge was up 38.64 percent; Ford was up 15.10 percent, and Mercury was up 73.78 percent.

Lincoln reported a 20.50-percent sales gain, Chevrolet was up 6.22 percent, Pontiac was up 28.33 percent and AMC was up an estimated 23.46 percent.

Buick sales dropped 31.13 percent for the period, Cadillac was down 24.71 percent, Oldsmobile was off 2.32 percent, Renault dropped 31.32 percent, VW was down 34.80 percent and Honda slipped 9.32 percent.

DOMESTIC SALES

	Apr. 1-10, 1985	Apr. 1-10, 1984
Renault		
Alliance-Encore	2,500†	3,640†
AMC	500†	405†
AMERICAN MOTORS	3,000†	4,045†
Chrysler	8,605	7,726
Plymouth	10,736	7,742
Dodge	12,677	9,144
CHRYSLER CORP.	32,018	24,612
Ford	39,084	33,956
Mercury	19,284	11,097
Lincoln	4,108	3,409
FORD MOTOR CO.	58,366	48,462
Buick	19,771	28,709
Cadillac	7,046	9,359
Chevrolet	46,028	43,332
Oldsmobile	29,245	29,941
Pontiac	21,371	16,653
GENERAL MOTORS	123,461	127,994
VOLKSWAGEN	1,276	1,957
HONDA	3,015	3,325
U.S. INDUSTRY TOTAL	221,138	210,395

†Estimate

Saab 900-S two-door notchback bows

Saab's new two-door notchback version of the Saab 900-S is priced at $14,890 with manual transmission and $15,290 with automatic transmission. Equipment on the new model is identical to that of three- and four-door models, except for the seats, which are the same sport seats as in the Saab Turbo. The engine is an overhead-cam 2.0-liter with fuel injection.

One places tight curb on gray-market cars

Senate unit approves auto bills

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—An NADA-supported odometer bill and a strong package of safety measures including a virtual ban on importing gray-market cars has been reported out of the Senate Commerce Committee.

But floor action on the one authorizing money for NHTSA will be delayed until the auto makers and NHTSA cooperate to find a satisfactory way to rate vehicles for occupant protection, a program that was enacted into law in 1972, but which has never been accomplished.

With the agreement that some time would elapse before action, Senator Donald Riegle, Michigan Democrat, agreed to withhold his proposed amendments.

The odometer bill—strengthened from the one that passed the Senate last year but failed to become law because of House inaction—was reported out unanimously.

Its chief sponsor is Senator J. James Exon, Nebraska Democrat. Asserting that illegal odometer rollbacks were costing consumers as much as $750 per car, Exxon toughened the measure by raising the per-violation civil penalty from $1,000 to $2,000 and the potential jail term from one to three years.

It also now includes a provision requiring auction companies to record odometer readings and vehicle identification numbers (VINs) and to keep the records for four years. The bill also allows some flexibility for the Secretary of Transportation to determine whether a state's record-keeping program complies with the law. In general, the bill requires recording the odometer reading on the title and registration each time the vehicle changes hands.

• The gray-market bill, recently introduced by Senator Daniel K. Inouye, Hawaii Democrat, is identical to a House bill sponsored by Rep. Matthew Rinaldo, New Jersey Democrat. Its intent is to eliminate all vehicles which are not manufactured for sale in the U.S. and therefore are not built to meet emission control and safety standards.

The bill, however, would allow some flexibility for vehicles brought in for R&D, training, racing and for national security. It also would allow the Secretaries of Treasury and Transportation to allow temporary importation upon furnishing of bond under certain limited conditions or the importation of an incomplete vehicle or pieces of equipment so long as the next-step manufacturer certifies compliance with standards.

Senator John Danforth, Missouri Republican who chairs the committee, was the lone dissenter to the gray-market bill. He found it "over broad" and possibly anti-competitive.

The NHTSA fund-authorization bill, sponsored by Danforth, would allow an educational program for buckle-up programs but would require at least half for air bags.

At least $5 million of the total of $20 million would have to be "used to carry out a program to demonstrate the effectiveness of air-bag technology, with emphasis on lowest-cost technologies," and at least another $5 million would have to be used for "educational efforts related to the use of air bags."

The $20 million would have to come from unobligated funds available from highway safety programs appropriated under the 1966 traffic safety law, a sister law to the vehicle safety act.

The Danforth bill would also require NHTSA to reopen rulemaking leading to a new standard to improve side-impact protection and to have it apply to light

Please turn to Page 49, Col. 4

Ford hikes dividend 10 cents per share

DEARBORN.—Ford Motor Co. declared a second-quarter dividend of 60 cents a share on common stock. The dividend is payable June 1 to shareholders of record May 2.

The dividend represents a 10-cent-per-share increase from the 50-cent-per-share dividend paid in the first quarter of this year. The dividend increase reflects the company's strong earnings and cash position, Ford said.

Canada won't restrict imports from all lands

By Richard Johnson
Detroit Reporter

A Canadian Government spokesman has denied reports that Japanese import restrictions in Canada—if they are continued—will automatically extend to other foreign auto companies, including Hyundai.

The Korean company's successful entry into Canada last year has prompted a call for restrictions on Hyundai and elimination of the company's duty-free status.

The executive director of the Canadian Assn. of Japanese Auto Dealers said he was told by International Trade Minister James Kelleher that if the government extends the quota, it will likely include all imports, not just the Japanese.

But Denis Comeau, of the Department of International Trade in Canada's Ministry of External Affairs, said Kelleher "has made no such commitment."

"Korea is a different question," said Comeau.

Japanese limits, which expired March 31, have been in place in Canada since 1981. During the past year Japanese companies were held to 170,400 cars, or no more than 18 percent of the passenger-car market. Before quotas, the Japanese had garnered 22 percent of Canadian volume.

With restrictions in place, Japanese makers have shifted emphasis to larger, more profitable models in Canada and have created opportunities in the low-price end for the likes of Hyundai. The Korean company, marketing the rear-drive Pony subcompact, sold about 25,000 cars in Canada last year after initially projecting sales of around 5,000.

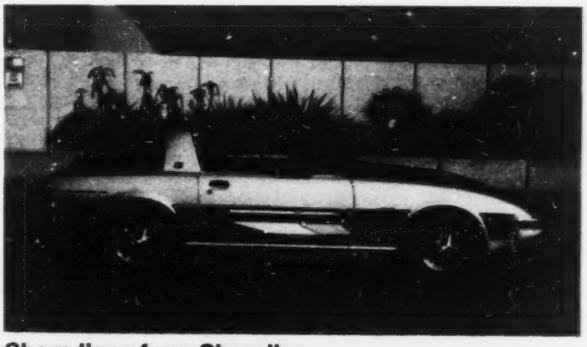
Thomas Buchanan, executive director of the Japanese auto dealers group, said he was informed by Kelleher during a meeting on March 13 that any new import guidelines will include more than Japanese firms.

"At that time, we met with him to discuss two things, dropping quotas and our complaint that the Korean car came in not only without quotas, but duty-free," Buchanan said. "He announced to us that any new program would include the (Hyundai) Pony. We took it one step farther and asked about companies like Volkswagen, whose numbers grew because of the quota, and he said all imported cars would be included."

"He did not say the new government plan would be quotas," Buchanan added. "Just that whatever it might be, imports would be included."

Government officials are now seeking a broad, lasting agreement with the Japanese that includes more than restraint levels.

Please turn to Page 46, Col. 1



Sharp lines from Sharpline

Tric Edition, a pressure-sensitive vinyl appearance package, is available for cars and trucks in five color combinations. The package is available from Sharpline Converting, Inc., Wichita.

Mercedes cuts wholesale prices of cars 3 pct.

MONTVALE, N.J.—Mercedes-Benz of North America reduced the wholesale prices of all its cars by 3 percent in what was described to dealers in a letter as a "temporary allowance" to support marketing efforts. Sticker prices were not changed.

In addition, the company quietly reduced retail prices on parts by 10 percent in a separate action that took effect at the beginning of the year.

This is the first time Mercedes-Benz has reduced wholesale prices on cars and the reductions range from $550 on a manual-transmission 190 Series sedan to $1,365 on the 500-SEC coupe.

According to a spokesman for Mercedes-Benz, the 3 percent reduction gives dealers "more leeway" in selling the cars though he said there were no large inventories of cars.

He did say the model mix was "heavier on diesel" and the demand for diesels was lower. The company is running ahead of projections for the end of last month, however sales were lagging behind last year.

The reduction took effect with March 18 deliveries and there was no indication when it would end.

As for the parts prices, the spokesman said this reflected current market conditions. No formal announcement was made of this retail price reduction except to dealers.

The company has been quietly reducing the prices on fast-moving items since October, 1983. This continued until the current across-the-board reduction took effect. Those reductions amounted to 17 to 18 percent on such items as brake pads and oil filters.

AMC to cut budget 25 pct.; every department affected

By Richard Johnson
Detroit Reporter

American Motors is gearing up for across-the-board departmental budget cuts of 25 percent—reductions which could result in some salaried layoffs and project eliminations.

An AMC spokesman said the cuts will be implemented next month. The reductions, which have not yet been formulated, are not expected to affect company product plans.

Although AMC reported its first full-year profit in five years last year, the company has been buffetted by recent slow sales for its subcompact Alliance and Encore models. Industry sources last week predicted that AMC will announce a loss for the first quarter —the first dip into red ink since the third quarter of 1983.

AMC may also be anticipating a wave of cost-cutting by French partner Renault. The French Government-owned auto maker's new chairman, Georges Besse, made his reputation slashing overhead at Pechiney, the state-owned aluminum maker.

Besse is expected to recommend elimination of at least 50,000 jobs worldwide at Renault, which reported a loss of nearly $1 billion last year. AMC has denied its new round of cuts is the result of a Paris directive.

The AMC spokesman said the company "is presently formulating a plan to reduce controllable personnel and non-personnel costs."

"Every department in the company will make a 25 percent reduction," he said. "It could involve budgeting for certain projects, looking for efficiencies—for instance in travel—and it could involve personnel cuts."

The company representative said he is not aware of any dollar figure for cost reduction. He declined to speculate on how much could be wrung out of AMC's operating expenses, or how many jobs might be cut.

"We're looking at long-term profitability for the company," he said. "Although we posted a modest profit for 1984, and 1985 looks to be a mirror of that, we have some pretty ambitious product plans. To make this thing a success, we have to control costs in other areas. Farther down the line, we'll see the fruits of these cuts."

Construction began last fall on a new $764 million (Canadian) plant in Brampton, Ont., that in mid-1987 will begin turning out a new intermediate model being developed jointly by AMC and Renault. The new car is a crucial part of the company's $1.8 billion production development plan aimed at broadening market coverage beyond the subcompact segment.

Sales for the subcompact Alliance and Encore models are down nearly 35 percent for the year as the market for small-car sales continues to sag.

AMC reported a profit of $15.5

Please turn to Page 46, Col. 5

Autovation innovations for Audi 5000

Autovation, Campbell, Calif., collaborated with other aftermarket firms to produce this modified Audi 5000-S Turbo sedan. Autovation manufactured a front spoiler, side skirts and rear spats in hand-laid fiberglass for the Audi 5000. The car shown also features BBS modular sport road wheels with Pirelli P7 tires, Recaro seats, a Blaupunkt sound system, a three-piece Foha rear spoiler and a lowered suspension setup with Bilstein shock absorbers.

Wisconsin units could close in 15 months

UAW holds fate of AMC plants

By Marjorie Sorge
Labor Editor

American Motors will close its Kenosha and Milwaukee plants within the next 15 months if the UAW does not agree to contract concessions, said Richard Calmes, AMC industrial relations vice president.

The UAW and AMC will likely begin contract talks early in May and finish as quickly as possible, well before the current contract expires Sept. 16.

If an acceptable agreement is not reached, those two plants will be closed and the work moved possibly to Canada or overseas, most likely to France, home of AMC's partner, Renault, Calmes said.

Milwaukee stamping would close when the current agreement expires and Kenosha in July of 1986. Kenosha builds the Alliance and Encore.

AMC has no intention of giving up those products, only of giving up the plants if a new concessionary contract cannot be reached, Calmes said.

The UAW had no comment on the situation other than saying it is still fluid.

The new agreement would have to give immediate wage and benefit concessions and agree to make future changes in line with those negotiated in upcoming contracts at Mazda, New United Motor Mfg., Inc. (the General Motors-Toyota joint venture), Saturn Corp., the newly announced Chrysler-Mitubishi venture and any other ventures that may occur, Calmes said.

AMC's wages at Kenosha and Milwaukee are currently about 70 cents an hour higher than those at Ford Motor Co. and General Motors.

Meanwhile, UAW officials in Canada are concerned about the future of the AMC plant under construction in Brampton, Ont.

That facility is scheduled to build a new AMC-Renault midsize car for the 1988 model year. But, Basil Hargrove, UAW administrative assistant in Canada, said the union is worried that AMC and Renault may elect to switch that work to Kenosha or import the car from France.

However, Calmes said there is no need to worry about the future of that operation.

• The company planned to sell about 150,000 of those cars annually in North America by 1990, which represents about five times the production capacity at the current Brampton plant which builds the Eagle.

Currently, the Canadian UAW has an advantage over its American counterpart. Kenosha has high union representative, one representative for every 23 workers. Brampton has seven full-time representatives for its entire workforce of about 700.

AMC is seeking reductions in representation from the UAW in the U.S. along with other concessions.

The high union representation at Kenosha costs AMC about 85 cents an hour, an AMC spokesman said. At GM union representation costs about 14 cents an hour.

Calmes has also written a letter to the UAW demanding that it accept profit sharing as a method of payback for the entire employe investment plan negotiated in the 1982 contract. The UAW has agreed to that payback formula for the first year.

Under that contract, the UAW agreed to invest about $110 million, for a total of about $150 million for all hourly and salaried workers, to help the company create a new product program by banking some wages and benefits. Each workers invested about $10,000.

The contract is backloaded, giving back to the workers almost everything invested at the end of the agreement, plus interest.

The agreement also allowed the union to pick from two payback methods, a profit-sharing formula and a wheel tax, which would have required the company to pay about $100 per vehicle produced in North America, or about $40 million a year. Profit sharing costs about $3.8 million annually for the UAW workers and another $1.6 million for salaried workers and other unions.

However, the contract stipulates that the entire amount must be paid back by 1988. That could be difficult using the profit-sharing formula alone, Calmes said. If AMC cannot meet the 1988 deadline, it will ask for some alternate arrangement or perhaps an extension, he said.

AMC plans to pay back its debt and will not renege on the agreement.

The UAW understands the company's problems, he said, and he expects the union to deal with the situation in a responsible manner.

A new contract will be geared to making AMC competitive in the small-car market, the segment that the new joint ventures are expected to hit.

But Calmes said he would expect the UAW to seek a commitment from the company to keep Kenosha and Milwaukee open for a specified time in exchange for a concessionary contract.

Meanwhile, workers at AMC's Jeep plant in Toledo, angered by the elimination of the wheel tax, sabotaged a number of vehicles last week. AMC lost the production of more than 1,900 Jeeps when it lost second shift production due to the vandalism.

Subaru Justy minicar due in U.S. by 1987

By Michelle Krebs
Financial Editor

PENNSAUKEN, N.J.—Subaru of America plans to bring the minicar built by its parent company, Fuji Heavy Industries, to the U.S. market within the next two years.

In an interview with Automotive News, Subaru Chairman Harvey Lamm said the minicar, called the Justy in Japan, will be brought to the U.S. market as soon as possible but by 1987 "at the outside."

Lamm said the American version of the Justy is likely to be somewhat different from the Japanese version.

The American Justy probably will have a three-cylinder, 1.2-liter engine, instead of a 1-liter engine. It will have four-wheel drive and will have a continuously variable transmission (CVT).

Lamm said Fuji expects to have a new vendor for the CVT lined up within the next 60 days. The original supplier was Van Doorne's Transmissie in the Netherlands, which recently ran into technical and financial difficulties.

"The potential for the Justy is greater than that for the XT," said Lamm, referring to Subaru's new 4WD sports model introduced in January. Subaru plans to sell 25,000 XT models.

He said the prime targets would be the first-time car buyer, the second-family-car market and the used-car market.

The Justy would go head-to-head with General Motors' im-

Please turn to Page 46, Col. 2

Chinese now can buy own cars

LONDON.—China has unveiled a new system of vehicle sales which will permit private citizens to own their own cars, according to a report published in the Financial Times.

Car ownership in China has been limited to a very few privileged persons in the past. In Beijing, there are 500 privately owned cars among a population of 9 million. Almost all of them belong to senior party or government officials.

China now is setting up six vehicle sales centers in Beijing, Shanghai and four other large cities. Individuals and private businessmen will be able to buy imported or Chinese-made cars at those centers from a stock of some 70,000 imported sedans, station wagons, minicars and trucks.

Most of those vehicles will go to official organizations or enterprises. Private buyers will need a letter of approval from their local party committee and will be required to pay 60 percent down.

The cheapest Japanese import costs about $9,000—about 30 years' pay for the average urban worker. In the past, imports were virtually nil. Almost all of China's annual production of about 300,000 vehicles has been allocated for official use. More than 100,000 vehicles are now being imported each year.

index

Advertising news	33
Auction reports	34, 35
Classified advertising	36
Editorial page	10
Production by makes	51
Registrations, car	32
Service highlights	20
Truck highlights	16

60th year—No. 5071

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Wheel Foils

Tricodor/Goble of America, Farmington Hills, Mich., has introduced Wheel Foils, a new aerodynamic device for standard steel wheels. Wheel Foils have an integral, forced-air ventilating system which increases brake cooling efficiency, the firm said.

Iacocca book a best seller in Japan, too

Lee Iacocca is telling his story to the Japanese these days. His book, Iacocca: An Autobiography, is a best seller over there.

The translation of the book has been on sale in Japan since Christmas and more than 350,000 copies have been sold.

Diamond Sha, of Tokyo, the publisher, bought the translation rights from Bantam Books sight unseen. Bantam would not reveal the price. The original Japanese printing was for 200,000 copies.

In the U.S. and Canada, 1.7 million copies of Iacocca's book have been sold and it has been Number One on the New York Times National List for 26 consecutive weeks.

Iacocca is contributing all his proceeds from the book to charity.